It's always in fashion to shop at Sears

SPRING AND SUMMER 1957

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For all merchandise shown, see index, page 1375

SEARS, ROEBUCK AND CO., 925 S. Homan Ave., Chicago 7, Ill.

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Scans from: https://christmas.musetechnical.com

[A] Wide Sweeps the Brim of this natural raffia braid hat, gently dipped to shadow pretty eyes. Giant white daisies circle the crown. A fashion to take to your heart now and wear all summer. Fits sizes 21¾ to 22½ in.
78 K 2000—Natural. Shipping weight 2 pounds. . . $7.00

[B] Lilac Time really does go to a woman's head! You'll be enchanting in a dipping brim heaped with dozens and dozens of lilac clusters. Fine sewn straw braid, delightful with suits or dresses. Fits 21¾ to 22½ in. *Colors:* all pink or white; also navy or black with white.
78 K 2020—*State color.* Shipping weight 1 pound. . $10.00

[C] Ripple Brim fashion in rustic straw braid, its crown almost hidden by luscious full-blown roses. Flirtatious? Yes, and utterly charming. *Colors:* white, navy or pink with peony pink flowers; or beige with harmonizing flowers. Fits head sizes 21¾ to 22½ inches.
78 K 2005—*State color.* Shipping weight 1 lb. 4 oz. . $6.00

[D] Important for its Width of Crown . . . elegant for the exquisite blending of colors in the lovely roses (as shown). The straw is light and lustrous. *Colors:* white, navy, black. *State color.* Fits all sizes.
78 K 2010—Shipping weight 1 pound 3 ounces. . . . $10.00

[E] The Peach Basket in diamond weave rustic straw braid, a fashion that spans your season from suits to summer cottons. Opulent with big, bright roses. Natural color as shown. Fits head sizes 21¾ to 22½ inches.
78 K 2015—Shipping weight 1 pound 6 ounces. $5.00

[A]
$7.00

[B]
$10.00

[C]
$6.00

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PC

Scans from: https://christmas.musetechnical.com

D
$10.00

E
$5.00

LOOK

LOOK

this is the LOOK

THE *Prettier Look* OF 1957

It's in the air and in the fashion . . the delightful trend toward the new prettiness in everything. It starts with the Hat, it travels right down to your toes! You see it in the delicious Flower Colors . . the Lilacs, Peony Pinks, Larkspur Blues . . in the Creamy Beige that is as flattering as the right face powder . . in the romantic Bouquet Prints. It's there in the softer fabrics, the silks everywhere, the bloused backs, the floating panels, the welcome return of capes . . in the prettier sheath, the glorified shirtwaist dresses, the more feminine sportswear . . it's the prettier look that Sears pictures for you so abundantly in the pages that follow . . it's the Prettier Look of Spring, 1957.

The Earrings and Necklaces shown with these Hats

Shown with Hat (A) . . Baroque fresh water pearls with a French look; gold-color accents. Necklace adj. to 16¼ in. Clip back earrings, 1⅜ in. Wt. 4 oz.
4 K 4200E—Necklace and earrings set . **$6.97**

Shown with Hat (B) . . Artfully enameled, sprinkled with rhinestones. Necklace adj. to 16¼ in. Clip back earrings, 1⅜ in. State color peony pink or white. Shpg. wt. 4 oz.
4 K 4208E—Necklace and earrings set . . **$6.50**

Shown with Hat (C) . . Imported Italian beads, sham pearls, rhinestones. Necklace adjusts to 15 in. Clip back earrings, 1¼ in. State pink, lilac or larkspur blue. Wt. 4 oz.
4 K 4216E—Necklace and earrings set . . **$3.94**

Shown with Hat (D) . . Iridescent simulated white pearls. Aurora borealis clasp. Necklace adjusts to 16 in. Clip back earrings, 15/16-in.
4 K 3591E—Set. Wt. 4 oz. **$1.97**

Shown with Hat (E) . . Two tone, glass beads and sham pearls. Necklace adjusts to 15½ in. Clip back earrings, 1 in. State beige, blue or white.
4 K 4241E—Set. Wt. 4 oz. **$3.94**

10% Federal Excise Tax is included in the prices of jewelry shown

Scans from: https://christmas.musetechnical.com

THE SOFTER CASUAL IN PURE LINEN with its own cable-stitch Orlon* sweater . . a timeless ensemble with new elegance. The wonderful, slim dress is impeccably tailored with cap sleeves, set-in pockets, kick pleat, 3-inch hem; its pretty tie is nylon organza in a deeper tone. The sweater has the new "bulky" look; button at neckline. Wrinkle-resistant pure Irish linen; matching color Orlon . . hand wash separately. Shipping weight 2 lbs. 6 oz.

Misses' sizes 12, 14, 16, 18, 20. *Measure; order correct size.*

031 K 7700–Peony pink 031 K 7701–Lt. Wedgwood blue
031 K 7702–Light beige Ensemble.$2.50 down . . cash $22.50

THE PRETTIER SHIRTWAIST DRESS . . delightful confection in cool, lightweight cotton and Dacron†. The jacket-effect bodice is new and wonderfully flattering. The skirt is big and billowy with tiny unpressed pleats all around . . 2-inch hem. Finely stitched tucks and pretty nylon lace on bodice front; plain back. Hand wash separately; drip dry . . Needs little ironing. Shpg. wt. 1 lb. 11 oz.

Misses' sizes 8, 10, 12, 14, 16, 18. *Order correct size.*

031 K 7703—Light peony pink with white lace $16.50
031 K 7704—Light blue with white lace 16.50
031 K 7705—Black with black lace 16.50

* DuPont T.M. for acrylic fiber † DuPont T. M. for polyester fiber

Scans from: https://christmas.musetechnical.com

you'll be pretty

in *Peony Pinks*

THE JACKETED DRESS IN PURE SILK, elegant in this deep shade of peony pink, and in blue or navy. It's worn this year with prettier accessories to dramatize its simplicity. The beautifully made jacket is gently flared; the buttonholes are hand bound. The very smart slim dress has a 2-inch hem . . acetate taffeta lining from front waist to below hips to keep it smooth. The fabric is a smooth silk crepe . . dry clean. Shpg. wt. 1 lb. 6 oz. *Misses' sizes* 12, 14, 16, 18, 20; *Half sizes* 14½, 16½, 18½, 20½, 22½ *only*.

031 K 7706—Deep peony pink with white
031 K 7707—Shadow (medium) blue with white
031 K 7708—Navy blue with white
State size. $2.50 down. . . . . Ensemble, cash $25.00

The ripple brim hat sold on page 2
White bag and pink sandals (opposite) sold on page 8

THE TINY FLOWERED CAP for the prettiest heads. Rayon taffeta and velvet flowers on wired velvet frame, held by grip combs. Especially smart with a chignon.
88 K 8677—Peony pink. Shpg. wt. 8 oz. $2.47

THE LONG SHIRRED NYLON GLOVES, double woven, luxurious, amazingly long-lived. Shirring at sides gives a flattering crushed look. About 15 in. long. Hand wash. *Sizes* 6½, 7, 7½, 8. *State size.* Shpg. wt. 3 oz.
88 K 5497—Peony pink
88 K 5498—Flax beige
88 K 5496—White
Pair. $2.83

THE JEWELRY artfully enameled in the lilting style of springtime, sprinkled with rhinestone accents. Necklace adj. to 16¼ in. Earrings 1⅜-in., clip back. *State* peony pink or white. 10% Fed. Ex. Tax included.
4 K 4208ME–Necklace and Earrings. Shpg. wt. 4 oz. $6.50
4 K 4209ME–Necklace only. Shpg. wt. 2 oz. 4.90
4 K 4210ME–Contour Earrings only. Shpg. wt. 2 oz. 2.04
4 K 4211ME–Bracelet. 7-in. Shpg. wt. 2 oz. 3.80

Order and pay postage from your mail order house. Numbers on these 2 pages with "0" shipped from Philadelphia, Chicago or Kansas City, whichever is nearest. Others shipped from your mail order house. Measure, see page 1392.

Scans from: https://christmas.musetechnical.com

you'll look heavenly in

Larkspur Blues

THE PANEL BACK SUIT IN SILK AND WOOL, beautiful textured medium for this singing Larkspur blue, just as smart in light beige. Fashion with a big F shows in the box jacket narrowed at the hips, the low-placed stitched band in back, the panel in both skirt and jacket. 22-inch jacket lined with rayon and acetate crepe. The fabric, 50% wool and 50% silk. *Misses' sizes* 10, 12, 14, 16, 18. *Please state size.* Shpg. wt. 3 lbs. 3 oz.

017 K 8129—Larkspur blue
017 K 8130—Light beige
$2.50 down.....Each, cash **$24.00**

THE TALL DRAPED HAT, a basket shape of navy woven straw-like braid, with ombre rayon, shaded from pale to deep larkspur blue. *State color* navy with blue; *also* beige with beige tones. Fits 21¾ to 22½ in.

078 K 2025—Hat. Shpg. wt. 12 oz. . . **$4.97**

Shown on opposite page

A LUSCIOUS SEPARATES IN COMPATIBLE COLOR . . designed to look twice as smart when worn together.

Cloud-Soft Fitted Cardigan in luxurious 100% Virgin Orlon*. Elegantly fashioned with a new look V-neck; mock full fashioned styling. Smart ¾-length push-up sleeves. Hand wash, *State size* 34, 36, 38, 40 . . see chart, page 97. Shpg. wt. 14 oz.

7 K 9200—Larkspur blue.....**$5.74**

Pencil-Slim Skirt in soft, richly textured wool (50%) and silk (50%). Seat is lined to prevent sagging. Dry clean.

Misses' sizes 10, 12, 14, 16, 18. *Please state correct size.* Shpg. wt. 1 lb. 8 oz.

7 K 4679—Larkspur blue.....**$8.97**

* duPont trademark for acrylic fiber

B THE SLIM SHIRTWAIST DRESS with simple, classic lines and beautiful detail . . in fine quality linen-look rayon that resists wrinkles. Exceptionally well tailored . . kick pleat in back; 2-inch hem. Pure silk square and extra fabric buttons included. Hand wash separately. Shpg. wt. 2 lbs. *Please measure; order correct size. Misses' sizes* 12, 14, 16, 18, 20.

031 K 6227—Larkspur blue.....**$9.70**
031 K 6228—Light beige..... **9.70**

Tall Misses' 12T, 14T, 16T, 18T, 20T.

031 K 6427—Larkspur blue.....**$10.70**
031 K 6428—Light beige.....**10.70**

Order, pay postage from your Sears Mail Order House. Numbers beginning with "0" shipped from Chicago, Philadelphia or Kansas City, whichever is nearer. Allow enough time for delivery.

See page 1392 for measurement charts.

Scans from: https://christmas.musetechnical.com

THE SLIM, SLIM UMBRELLA has a crook handle of imported Castania wood. 10-rib frame covered and cased in acetate taffeta. Gilt-color metal rod for gleaming contrast. Shipping weight 2 lbs.
88 K 05104—Larkspur blue
88 K 05103—Flax beige
Each.....$4.77
Flax beige shoes, bag and gloves sold on page 12

THE CHARM BEIGE HOSE, perfect shade to wear with this bluer blue. Royal Purples in ultra sheer stretchy nylon. Seamfree, just a bit of heel and toe reinforcement. *State size* (A) if you wear 8½ or 9; (B) 9½ or 10; (C) 10½ or 11. Shpg. wt. 2 oz.
75 K 731—Pair.....$1.27
3 prs. $3.69; 6 prs. 7.24
Other colors on Hosiery pages

THE JEWELRY. Necklace adjusts to 15 inches. 1 1/16-in. earrings, clip back. *State* larkspur blue with silver-color metal; or creamy beige, pink, or white with gold color. 10% Fed. Ex. Tax incl. Wt. ea. 2 oz., set 4 oz.
4 K 4212ME—Necklace and earrings.....2-piece set $3.94
4K4213ME-Necklace.....2.04
4K4214ME-Earrings.....2.04
4K4215ME-7½-in. Bracelet. 2.04

ALL PAGE 7.. FASHIONS

Scans from: https://christmas.musetechnical.com

THE BAG matches the sandals; a graceful shape of top grain polished calf leather, the top gently curved for a soft look. Rayon lined with zipper pocket. About 8½ x 7¾ inches. 10% Federal Excise Tax included. Shipping weight 1 lb. 3 oz.

88 K 701E—Peony pink
88 K 702E—White
Each bag..... $5.26

THE SANDALS, all air and interlaced kidskin have a "shall we dance?" look. Soft, pliant leather soles, 2¾-inch heels.

Sizes AA (narrow) 6½ to 9
Sizes B (medium) 5 to 9
Half sizes, too. Other color in shoe section. Shipping weight 1 lb. 9 oz. *State size, width.*

54 K 8746—Peony pink
54 K 8745A—White Kid
Pair..... $8.70

THE JEWELRY, a blending of Italian beads, sham pearls, rhinestone rondelle accents. Necklace adj. 12½ to 15 in. 1¼-in. clip back earrings. Spiral bracelet. *State* pink, larkspur blue or lilac. Wt. ea. 4 oz. 10% Fed. Ex. Tax incl.

4 K 4216ME—Necklace and Earring Set. Wt. 4 oz.... $3.94
4 K 4217ME—Necklace.. 2.04
4 K 4218ME—Earrings.. 2.04
4 K 4219ME—Bracelet.. 2.04

Peony pink gloves sold on page 5; flower hair ornament on page 10

Scans from: https://christmas.musetechnical.com

you're going to look radiant in *Bouquet Prints*

THE PURE SILK SHIRTWAIST DRESS . . a beloved American fashion wondrously becoming to everyone. Here in a magnificent print that has a feeling of one rich, versatile color. Puffed sleeves, billowy skirt; 2-in. hem. Smooth, pure silk crepe . . dry clean. Shipping weight 1 pound 8 ounces.
Misses' sizes 10, 12, 14, 16, 18. *Order correct size.*
031 K 7712—Larkspur blue bouquet print on white.....$19.50
031 K 7713—Luggage tan bouquet print on white.....$19.50

Shown on opposite page

A THE FLOATING PANEL DRESS . . pencil-slim silhouette softened with graceful panels and draped surplice front neckline. Skillfully made in bouquet-printed acetate taffeta. Panels are lined; dress is lined from waist to hips. Back zipper; 2-inch hem. Dry clean. Shipping wt. 2 lbs. *Misses' sizes* 10, 12, 14, 16, 18. *State size.*
031 K 6231—Peony pink print on white ground.....$10.70

B THE EMPIRE PRINCESS DRESS . . charmingly and completely feminine in bouquet-printed semi-sheer cotton and Dacron*. Black nylon velvet ribbon on front of bodice; square neckline and zipper in back; fabric belt (not shown). Hand wash separately. Shpg. wt. 1 lb. 9 oz. *Misses' sizes* 10, 12, 14, 16, 18. *Order correct size.*
031 K 7306—Lilac and multicolor print on white.....$13.54
031 K 7307—Turquoise blue and multicolor print on white..$13.54
* DuPont Reg. T.M. for polyester fiber

Order and pay postage from your mail order house. Numbers on these 2 pages beginning with "0" shipped from Philadelphia, Chicago or Kansas City, whichever is nearer; others from your mail order house. How-to-measure . . see page 1392.

Scans from: https://christmas.musetechnical.com

you'll look charming

in *Lilac*

THE PRETTIER LOOK OF 1957, beautifully exemplified in this handsome costume with its coordinated accessories. The coat is tweed-look acetate and rayon with a herringbone weave, cuffed all around with a buckle in back; slit high at the sides, fully lined with acetate taffeta. The sheath is pima cotton and Cupioni® rayon with a subtle shantung-like texture . . fabric tab and buckle on bodice, peg pockets, back kick pleat and zipper, 2-in. hem. Dry clean. *Misses' sizes* 10, 12, 14, 16, 18. **Order correct size.**

031 K 07715—Lilac and black coat; lilac dress
031 K 07716—Navy and white coat; navy dress
031 K 07717—Deep beige and white; deep beige dress
Shipping wt. 4 lbs. . . . . Ensemble **$19.50**

FLOWERS FOR YOUR HAIR, roses, pansies, forget-me-nots, twined on a flexible band that anchors with grip combs. Wear it as a halo, a chignon ornament . . . any way you like. Shipping weight 4 ounces.

88 K 8678—Multicolor. **$1.86**

EXQUISITE PURE SILK CHIFFON SQUARES, in three harmonizing tones . . light center, notched hems in two deeper tones. Made in Japan. About 32x32 inches. Hand wash separately.

88K8426–Lilac **88K8428**–Larkspur blue
88K8427–Peony pink **88K8429**–Creamy beige
Shipping weight 2 oz. . . . . Each **$2.97**

THE SOFT STRAW BAG, hand crocheted in Japan, is covered with fascinating little bow knots of rayon velvet ribbon and sham pearls. Rayon lining with pocket. Size about 13x6 inches. Shipping weight 1 lb.

88 K 897E—White **88 K 898E**—Light beige
10% Federal Excise Tax Included . . Each **$5.26**

Hat sold page 2, shoes (opposite) on page 8
Jewelry shown here sold in Jewelry Section

Order and pay postage from your Sears mail order house. Numbers on these 2 pages beginning with "0" are shipped from Philadelphia, Chicago or Kansas City, whichever is nearest; others are shipped from your Sears mail order house. Measure . . see page 1392.

Scans from: https://christmas.musetechnical.com

THE SOFTER-LOOKING SHIRTWAIST DRESS as it is perfected this year in Everglaze® cotton satin. The softly wrapped cummerbund is exceedingly flattering and feminine. The soft, billowy skirt has tiny unpressed pleats all around. Cummerbund is attached, ties in back; 2-inch hem. Very fine combed cotton satin, mercerized for lasting luster . . wrinkle-resistant . . hand wash separately. Shpg. wt. 1 lb. 12 oz. *Misses' sizes* 10, 12, 14, 16, 18.

031 K 7718–Pale lilac 031 K 7720–Bright aqua blue
031 K 7719–Peony pink. *Order correct size...* Each $15.00

THE GAINSBOROUGH LOOK, delightfully romantic in this charming dress with its big cape collar, smoothly moulded bodice and bouffant skirt. The fabric is a fine quality cotton and Orlon*. The back of the dress has the same deep neckline, wide collar, pointed bodice with button trim. Rhinestone pin; fabric belt (not shown). Hand wash separately, drip dry; needs little ironing. Shipping weight 1 pound 12 ounces. *Misses' sizes* 10, 12, 14, 16, 18.

031 K 7304–Lilac 031 K 7305–Light blue
Please order correct size..... Each $13.00

* DuPont Reg. T.M. for acrylic fiber

ALL PAGE 11 . . FASHIONS

Scans from: https://christmas.musetechnical.com

the *Creamy Beige Tones*

in imported textured pure silk

THE PANEL BACK COAT of imported pure silk in rich slubbed texture. It is a beautiful example of the silhouette Paris designers describe as "controlled fullness" . . slender, non-bulky . . all the flare artfully contained in the deftly manipulated back panel. Rhinestones sparkle at the draped double collar. Sleeves push up with a soft casual air. Lining is matching pure silk. Shpg. wt. 3 lbs. 10 oz. *Juniors' sizes* 7, 9, 11, 13, 15, 17. *Misses' sizes* 8, 10, 12, 14, 16, 18. *State size.*

017 K 1128—Creamy beige 017 K 1129—Powder blue
017 K 1130—Black. . . . $4.50 down . . . Each, cash **$44.00**

Her high hat is shown again and sold on page 6

THE POLISHED TOPGRAIN CALF BAG lustrous as satin in this creamy flax beige. Lining and attached coin purse of genuine leather. Zipper compartment and mirror in pocket. About 9¼x9½ in. Shpg. wt. 2 lbs. 2 oz.

88 K 700E—Flax beige 88 K 660E—Black
10% Federal Excise tax included . . . . . Each **$12.97**

FLAX BEIGE CALFSKIN PUMPS, fine Featherlite quality. Stretchable "sweater" collar clings gently assuring wonderful fit. Medium 2⅛ inch heels, leather soles.

Sizes: AA (narrow) width 6½, 7, 7½, 8, 8½, 9.
Sizes: B (med.) 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9.
54 K 6283A—Flax beige. *State size and width.* . Pair **$8.70**

THE SHIRT-TAB GLOVES are double woven nylon in our feature colors. Finger-slim half-pique seams, beautiful tailoring. Hand washable, about 8¾ inches long.

State glove size 6½, 7, 7½, 8. Shipping weight 3 oz.
88 K 5477—Flax beige 88 K 5476—White
88 K 5478—Peony pink Pair **$1.86**

Order and pay postage from your Sears Mail Order House. Numbers on these two pages beginning with "0" shipped from Chicago, Philadelphia or Kansas City, whichever is nearest; others from your mail order house.

See measurement charts on page 1392.

Scans from: https://christmas.musetechnical.com

THE BLOUSED JACKET COSTUME in beautiful pure silk with linen-like texture. A long-season costume to dress "up" or "down" with a switch of accessories! The jacket is superbly tailored with easy, all-around fullness and contour peplum. The deliberately simple sheath has a low square neckline and long zipper in back; walking pleat; 3-inch hem . . lined with acetate taffeta at midriff and hips to keep it smooth. Dry clean. Shpg. wt. 1 lb. 12 oz. *Misses' sizes* 10, 12, 14, 16, 18. *Order correct size.*

031 K 7772—Creamy beige 031 K 7773—Black
031 K 7774—Navy blue. . . $2.50 down 2 pcs., cash $22.50

Her scarf is sold on page 10, her hat in millinery section

THE BLOUSED BACK SUIT OF 100% PURE SILK has everything a suit should have in 1957. In wonderful new tweedy texture, it is a fine example of the softened silhouette. An engaging bit of belt in back is echoed by the bow-tied yoke line from shoulder to shoulder. The jacket is about 24 inches long and lined with fine rayon and acetate crepe. The touch of white linen at curved neckline is detachable. *Misses' sizes* 10, 12, 14, 16, 18. *Please state size.* Shipping weight 2 pounds 14 ounces.

017 K 8126–Creamy beige 017 K 8127–Black and white.
$5.00 down . . . . . Each, cash $49.00

Her hat is sold on page 3

Scans from: https://christmas.musetechnical.com

WHITE *White*

with RED *Red*

flashing signals of smartness

COTTON POPLIN MATES . . a sailor-boy middy and brief, brief shorts for the newest look in playwear on land or sea. The salty overblouse has a long zipper and patch pocket in back . . striped cotton knit dickey and polka dot tie add a feminine note. Cuffed shorts have back zipper. Both trimmed with white stitching, gold-color stars. Washable Sanforized cotton won't shrink over 1%. *Misses' sizes* 10, 12, 14, 16, 18. *State size.*

07 K 8587–Red and white. Wt. 14 oz. $6.77
07 K 8588–Black and white. Wt. 14 oz. 6.77

THE "HUG-ME-TITE" SWIM SUIT with wonderful shape-giving lines . . flattering to any age, any figure. Elasticized Bengaline (acetate, cotton, rubber) with famous Sea Star features (see page 80). Smooth-line bodice for the much wanted wee-waisted look. Tiny draped pants hide thin or full hips and thighs. Straps adjust. *State size* 32, 34, 36, 38 . . see chart, page 80. Shpg. wt. 12 oz.

07 K 168—White with red $18.50
07 K 169—Lilac with white 18.50
07 K 170—Black with white 18.50

BEACH BAG AND UMBRELLA SET in boldly striped cotton sail cloth. Umbrella has a shady 52-inch span, collapses to slip into slot on bag for easy carrying. Bag is plastic lined, about 9½x12¼ in. Price includes 28c Fed. Exc. tax on bag. Wt. 4 lbs.

88KT5109E–Red and white bag and umbrella. $10.97

SPORTS JEWELRY BY CORO. Chalk white or marbleized red . . . *state choice.* Necklace adjustable 12 to 14½-in. 1-in. earrings, screw backs. 10% Federal Excise Tax included.

4 K 4220ME—Necklace, earring set. Wt. 4 oz.. $2.94
4 K 4221ME—Necklace only. Shpg. wt. 2 oz.. 2.04
4 K 4222ME—Button earrings only. Wt. 2 oz.. 1.02
4 K 4223ME—2-row Spiral bracelet. Wt. 2 oz.. 1.02

COTTON SAILCLOTH SKIMMERS with stretchable striped insert, sponge rubber insole, crepe rubber sole. For other colors in this shoe, see shoe section. *Sizes:* A (med. narrow) 6, 6½, 7, 7½, 8, 8½, 9. *Sizes:* B (med. wide) 4½,5,5½,6,6½,7,7½,8,8½,9.

76 K 9929A—Red, polka dot lining. Wt. 1 lb. Pr. $2.83

Scans from: https://christmas.musetechnical.com

COTTON PLAYSUIT PLUS CIRCLE SKIRT . . a versatile double-duty outfit. Wear the man-tailored all-in-one suit for play . . cover-up with the button-front polka dot skirt. Belt both with the bright sash. Washfast cotton that looks like pique . . needs little or no ironing. *Misses' sizes* 10, 12, 14, 16, 18. *State size.* Shpg. wt. 2 lbs.

07 K 5962–White and red.....$10.97

07 K 5963–White and turquoise. 10.97

THE TIMELESS CASUAL in white-white Arnel* sharkskin. Coat dress . . impeccably tailored with shoulder yoke that is V-shaped in back; side-seam pocket; unpressed pleated skirt; 2-inch hem. Hand wash separately; drip dry . . needs little ironing; resists wrinkles. Shpg. wt. 1 lb. 15 oz. *Misses' sizes* 10, 12, 14, 16, 18. *State size.*

031 K 5260—White with red straw belt and red silk square (not shown).....$9.74

* Triacetate fiber, Reg. T. M. Celanese Corp.

BOLD-STRIPE BLAZER JACKET in sheen cotton . . new and exciting. Gleaming brass buttons. Washable. *State Misses' size* 10, 12, 14, 16, 18.

07 K 7300—White and red. Shpg. wt. 2 lbs..$8.70

WALKER SHORTS . . Dan-Sheen combed cotton sheen gabardine. Princess waist; striped belt. Washable. *State Misses' size* 10, 12, 14, 16, 18.

07 K 8598—White. Shpg. wt. 10 oz.....$3.97

T-TOP. Sleeveless washable cotton knit. *State size* small (10–12), medium (14–16), large (18).

07 K 7753—White. Shpg. wt. 7 oz.....$1.86

Order, pay postage from your mail order house. Numbers on these 2 pages beginning with "0" shipped from Philadelphia, Chicago or Kansas City, whichever is nearer; others shipped from your mail order house. How-to-Measure, page 1392.

Scans from: https://christmas.musetechnical.com

DACRON† AND COTTON TOREADOR SHIRT captures all the romance of old Spain. It's washable, drip-drys, needs little ironing. *Misses' sizes* 10, 12, 14, 16, 18. *State size.*
07 K 3151—White. Shpg. wt. 11 oz. . . $5.97

COMBED CORDUROY SHORTIES with cotton satin cummerbund. Washable. *Please state Misses' sizes* 8, 10, 12, 14, 16. Shpg. wt. 9 oz.
07 K 8580–Lilac tones, as shown $3.97
07 K 8581–Black with red cummerbund 3.97

FLOWER-COLORED 2-PIECE PLAYSUIT stripe-trimmed in pastels keeps you at your prettiest during the sunshine months. Soft, cool and easy to care for, this crease-resistant cotton set drys smooth on the hanger, needs only a touch of the iron. It's washfast, Sanforized and sunfast, too. Max. fabric shrinkage 1%. Off-center buttons on top, zipper on shorts. Shpg. wt. 10 oz.
Misses' sizes 10, 12, 14, 16, 18. *State size.*
07 K 8590—Peony pink $5.74

DRIP-DRY PAISLEY PRINT SHIRT, new roll-up sleeves. Washfast, wrinkle-shy cotton. *State Misses' sizes* 10, 12, 14, 16, 18. Wt. 9 oz.
07 K 3152—Beige and brown $3.77

NUBBY-TEXTURE BERMUDA SHORTS . .belt matches paisley shirt making a handsome outfit. Crease-resistant linen-look acetate, rayon and cotton; hand wash alone. *State Misses' sizes* 10, 12, 14, 16, 18. Shpg. wt. 11 oz.
07 K 8603—Creamy beige $3.97

†DuPont T.M for polyester fiber

Scans from: https://christmas.musetechnical.com

prettier, more

feminine *Playwear*

Relax . . enjoy yourself in fashion-minded sportswear going to all lengths to prove that comfort and attractiveness go hand in hand.

STRIPED PULLOVER in flower colors, a 2-ply cotton knit that tops pants of any length. Wide boat neckline; ¾ push-up sleeves. Hand wash.
Misses' sizes small (10–12); medium (14–16); large (18). *Please state size.* Shipping weight 10 oz. Shipped from mail order house.
7 K 7750—Pastel stripes **$2.47**

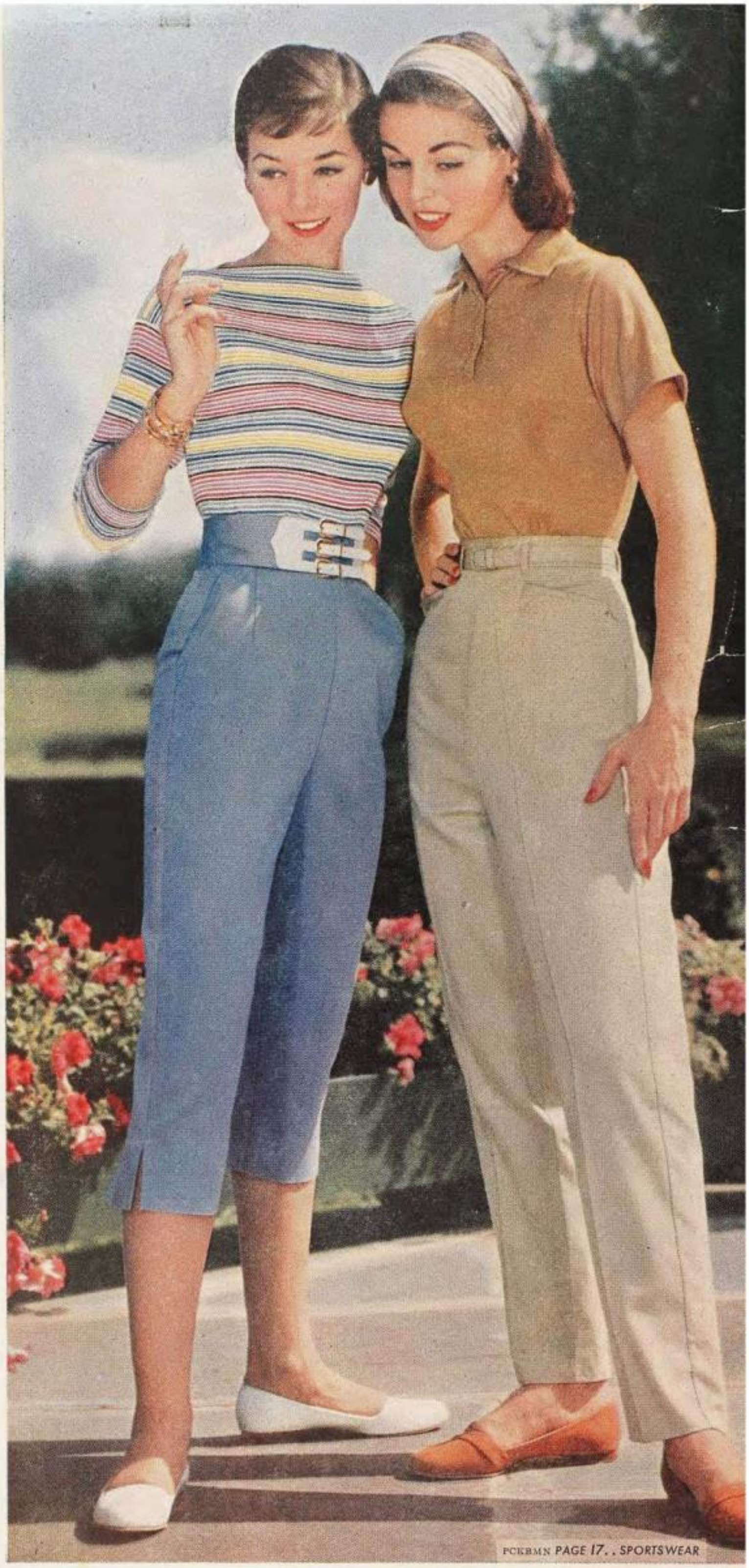
SHEEN COTTON PEDAL PUSHERS are polo-belted and slit smartly at the legs . . a definitely polished approach to sportswear. The combed cotton fabric is sturdy, lustrous and washable . . maximum fabric shrinkage 2%. Wide belt closes thrice with a trio of gold-color metal buckles. 2 front pockets; back zipper placket.
Misses' sizes 10, 12, 14, 16, 18. *State size.* Shipping weight 13 ounces.
07 K 8607—Larkspur blue **$4.77**
07 K 8608—Black **4.77**

COTTON KNIT GAUCHO SHIRT . . now showing above play-pants of all descriptions. It's boy tailored . . with girl touches of lustrous pearl-like buttons making it prettily feminine. Washable. *Misses' sizes* small (8–12); medium (14–16); large (18). *State size.* Shipping weight 10 ounces.
07 K 7709—Deep creamy beige. . **$2.83**

SHEEN COTTON WESTERN STYLE . . dudes and regular hands alike will simply love these lean 'n' leggy tapered pants made of durable combed cotton with a polished surface. Contrasting color saddle stitching draws attention to frontier-style pockets; high-rise waistline is circled by self belt. Side zipper placket. Washable.
State misses' size 8, 10, 12, 14, 16, 18.
07 K 1163—Light beige with contrast stitching. Shpg. wt. 1 lb. **$3.77**

Jewelry sold in jewelry section
Playshoes sold in playshoes section

Order and pay postage from your Sears mail order house. Fashions shown on these 2 pages will be shipped from Philadelphia, Chicago or Kansas City, whichever is nearer.
For How-to-Measure, see page 1392.



Scans from: https://christmas.musetechnical.com

Scans from: https://christmas.musetechnical.com

LOOK PRETTY IN WHITE . . opulent with shimmer and sheen

[A] FABULOUS FOX ON CASHMERE, enough to turn any woman into a devastating beauty. The fur collar is a whole, full pelt, reaching clear to the waist, gloriously fluffy. Natural white fox (fur origin: Canada) bleached even whiter and faced with silk satin. The sweater is full fashioned pure cashmere, lined with luscious silk chiffon, clasped at waist and cuffs with handsome rhinestones.
Sizes: small (36), medium (38); large (40) inch bust. *State size.* Shpg. wt. 1 lb.
P17 K 0854–White. *$9.00 down.* Cash $89.00

[B] JEWELRY WITH THE FRENCH LOOK. Baroque simulated fresh water pearls, gleaming gold-color accents. Necklace adj. to 16¼ in. 1¾-in. earrings, clip back. 10% Fed. Ex. Tax incl. Wt. ea. 2 oz., set 4 oz.
4 K 4200E—Necklace and earring set. $6.97
4 K 4201E—Necklace only..... 4.97
4 K 4202E—Shower earrings only... 2.04
4 K 4203E—8½-in. Bracelet..... 3.90

[C] PURE SILK CHIFFON SQUARE, its hand-painted pastel flowers edged in metallic gold-color. Hand rolled edges. About 32x32 in. Hand wash. From Japan.
88 K 8425—White. Shpg. wt. 2 oz... $2.83

[D] THE GLAMOROUS BAG, all sheen and sparkle, is of superior hard plastic. Lovely curving shape, the sides translucent, the transparent lid and panier handle all hand carved like crystal. About 10½x7 inches. Unlined. Shpg. wt. 1 lb. 4 oz.
88 K 889E—Pearl-white and clear top
88 K 890E—Tortoise shell and amber tones
10% Fed. Excise Tax included. Ea. $15.97

[E] BELT A-BLOOM WITH FLOWERS. Clear Vinyl plastic contour shape (2⅛ in. at widest part). Dainty flowers and twinkling sequins in soft pastel colors . . a lot of charm for any dress. *Please state waist size* 24, 26, 28, 30 inches. Shpg. wt. 4 oz.
88 K 8080—Multicolor..... $1.86

[F] THE NUDE HEEL HOSE FOR SANDALS, and not a seam to interrupt the lovely Ambertone tint, so perfect with white. These are our sheerest Royal Purple nylons, so misty that the practical toe reinforcement scarcely shows. Shpg. wt. 2 oz.
Sizes: 8½, 9, 9½, 10, 10½, 11. *State size.*
75 K 704—Ambertone..... Pair $1.08
For other shades and for quantity prices, please turn to hosiery section.

[G] "MAGIC GLASS" SLIPPER. We doubt if Cinderella's could have been more entrancing. Clear Vinyl plastic on slim 2¾ inch heels that are Lucite flashing with rhinestones. The opulent rosettes are crystal and gold color. Gold kid lining, and an elasticized Spring-a-lator feature to hold the foot securely. Leather sole.
Sizes: AA (narrow) 7, 7½, 8, 8½, 9.
Sizes: B (medium) 5½, 6, 6½, 7, 7½, 8.
State size and width. Shpg. wt. 1 lb. 9 oz.
54 K 6145—Clear vinyl plastic. Pair $9.77

LOOK SMART IN CONTRASTS . . polished black and stark white

[H] COVER-UP JACKET OF MANY TALENTS is fine-rib pique embroidered with floral eyelets. Snow white, it gives a dazzling accent to dark sheaths and jumpers . . in black it adds sophistication to white or pastel outfits. Shaped to flatter, with curved front, shawl collar. Dolman sleeves have crisp cuffs. Cotton, hand wash separately. *In bust sizes* medium (34–36 inches) or large (38–40 inches). *Please state size.* Shipping weight 6 ounces.
88 K 8675—White..... $3.77
88 K 8676—Black..... 3.77

[J] THE GLEAMING BLACK SATCHEL is patent-like plastic, unusually smart with its handles of black bamboo. Choose it for the fashion importance of the shape, its wonderful way of looking right with Spring outfits. Rayon lining; zipper compartment. About 12 x 9 inches. Shpg. wt. 2 lbs. 10% Fed. Excise Tax included.
88 K 857E—Black..... $5.26

[K] THE ADJUSTABLE CONTOUR BELT is black patent-like plastic, clasped with a smart buckle trimmed with gold-color metal. Leather lined. About 1½ inches at widest part. Fits waist sizes 24 to 30 in.
88 K 8081—Black. Shpg. wt. 6 oz... $1.86

[L] SLIM-AS-A-WAND UMBRELLA, its handle a handsome affair of imported black horn with white trimming. Strong 10-rib frame, acetate cover and case, black and white tassels. Shpg. wt. 2 lbs.
88 K 05110—Black..... $5.74
88 K 05111—White..... 5.74
88 K 05112–Black polka dots on white 5.74

[M] POLKA DOT GLOVES, a sprightly touch, in smooth double-woven nylon. About 9¼ in. long. Bolton thumb. Hand wash. *State glove size* 6½, 7, 7½, 8. Wt. 3 oz.
88 K 5458—Black dots on white.... $1.86
88 K 5457—Navy dots on white.... 1.86
88 K 5456—Red dots on white..... 1.86

[N] THE JEWELRY BY CORO. Enameled in jet black and stark white; tailored in bright gold-color metal. Necklace adj. 13 to 16½ in. 1⅛-in. earrings, clip back. 7½-in. bracelet, safety chain. *State color* black and white or all white. 10% Fed. Ex. Tax incl. Shpg. wt. each 2 oz.; set 4 oz.
4 K 4204ME–Necklace and earring set. $3.94
4 K 4205ME–Necklace only..... 2.04
4 K 4206ME–Earrings only..... 2.04
4 K 4207ME–Bracelet only..... 2.04

[P] BLACK PATENT LEATHER PUMPS, the shining complement to almost any Spring or Summer outfit. The heels beautifully tapered to 2¾ inch height. Ribbed elastic sweater throat and forepart cushion inside make them wonderful to wear. Leather soles.
Sizes: AA (narrow) in 7, 7½, 8, 8½, 9.
Sizes: B (medium) in 5, 5½, 6, 6½, 7, 7½, 8.
State size and width. Shpg. wt. 1 lb. 9 oz.
54 K 6084—Black patent..... Pair $9.77

LOOK GAY IN MATCH-UPS . . smart formula for sportswear

[R] THE HOOD, THE DRAWSTRING, THE LOOK . . . here's a blouse with everything you want. Un-zip the neck a bit and that hood falls wide over the shoulders in a cowl collar. Of pre-shrunk cotton poplin, chevron pattern back and front. Washable fabric won't shrink over 3%. *Sizes* small (10–12), medium (14–16), large (18). *State size.* Shpg. wt. 10 oz.
7 K 3159—Aqua blue and white..... $5.74
7 K 3160—Red and white..... 5.74

[S] HAND CROCHETED GLOVES . . buttoned at the cuff and very smart with Summer sports clothes. Made in Italy of Helanca® yarn of nylon (one size fits everybody). Hand wash. Shipping wt. 3 oz.
88 K 5286—Natural beige..... $1.86
88 K 5285—White..... 1.86

[T] CLUTCH MATCHES SHOES AND BELT. Brushed cowhide in smart corkette texture. Rayon faille lined, zipper pocket. Closed, about 9¾x5¼ in. Shpg. wt. 14 oz. 10% Federal excise tax included.
88 K 703E—Vicuna tan..... $4.16

[V] THE DOUBLE STRAP POLO BELT, genuine cowhide in corkette texture. Metal buckles gleam like polished brass. Leather lined. About 2 inches wide. *State waist size* 24, 26, 28, 30 in. Shpg. wt. 6 oz.
88 K 8082—Vicuna tan..... $2.97

[W] PURE LINEN HANKIES . . bright prints in fashion's favorite colors, accented with frosty white. Hand rolled edges. About 13¾ inches. Shipping weight 2 oz.
88 K 8769—Set of 3 for..... $1.40

[X] CABLE STITCH KNEE SOCKS indispensible with Bermuda shorts. Knit of stretch nylon plus combed cotton for cool absorbency. Elastic tops stay up securely. *State size* medium (8 to 9½); large (10 to 11). Shpg. wt., pair, 3 oz.
75 K 2443—Natural beige..... Pair 73c

[Y] THE BOW CUFF SKIMMER, soft corkette buffed leather made to match the belt and bag in texture and color . . the Vicuna tan that goes with everything. Leather soles match too. Built-up ⅜-inch Neolite heels. Also comes in 5 other colors, which you will find in shoe pages.
Sizes: AA (narrow) width in 6 to 10
Sizes: B (medium) width in 5 to 10.
State size and width. Shpg. wt. 1 lb. 6 oz.
54 K 7889A—Vicuna tan..... $5.74

Order and pay postage from your Sears Mail Order House. Sweater A shipped from Philadelphia. Other items described on this page shipped from your Mail Order House. See inside back cover for details on Sears Easy Terms.

Scans from: https://christmas.musetechnical.com

THE SOFTER SILHOUETTE FOR SUMMER

← THE PURE SILK CREPE . . an elegant, full-skirted shirtwaist. 2-inch hem; extra fabric buttons. Flower printed smooth silk . . dry clean. Shipping weight 1 lb. 8 oz. *Order correct size.*
Misses' sizes 10, 12, 14, 16, 18.
31 K 7795—Light cocoa brown with gold and white.....$18.50
31 K 7796—Black with larkspur blue and white.....$18.50
Tall Misses' 12T, 14T, 16T, 18T.
31 K 7875—Light cocoa brown with gold and white.....$19.50
31 K 7876—Black with larkspur blue and white.....$19.50

THE BILLOWY CHIFFON in exceptionally fine rayon with bodice lining and attached petticoat in acetate taffeta. A beautifully-made dress, wonderfully eloquent in its simplicity . . high neckline in back; very full gathered skirt; 2-inch hem. The lining in the tucked bodice is edged with nylon lace. Dry clean. Shipping weight 1 pound 6 ounces.
Misses' sizes 10, 12, 14, 16, 18.
Measure; order correct size.
31 K 7778—Black.....$15.50
31 K 7779—Red..... 15.50

THE EMBROIDERED COTTON . . rich eyelet embroidery on beautiful, fine cotton, with full lining of acetate and rayon taffeta. A charming dress with sophisticated deep V neckline in back; full skirt with all-around scalloped yoke. Long back zipper; belt (not shown). Dry clean. Shpg. wt. 2 lbs.
Misses' sizes 8, 10, 12, 14, 16.
Measure; order correct size.
31 K 7783—Peacock blue.$17.50
31 K 7784—Red..... 17.50
31 K 7785—Black..... 17.50
Bag and shoes sold on page 18

IMPORTANT . . New Faster Service from Chicago. Now all fashions are stocked in and shipped from Chicago for faster delivery. Be sure to order the size that will fit you best . . see charts on page 1392.

Scans from: https://christmas.musetechnical.com

The "PEEL OFF"

TWICE JACKETED SHEATH . . 3 exciting parts to wear many ways! Empire sheath and brief jacket in rayon and acetate that looks like silk shantung, has satin-smooth back. White button-on jacket is washable cotton birdseye pique. Dress has yoke with bow in back; back zipper, kick pleat. Dry clean. Shpg. wt. 2 lbs. Foundation garment worn with this dress sold on page 276.

Misses' sizes 10, 12, 14, 16, 18.
31 K 7786–Navy 31 K 7787–Black
Order correct size. . . . . 3 pcs. $14.50

Tall Misses' 12T, 14T, 16T, 18T.
31 K 7886–Navy 31 K 7887–Black
Order correct size. . . . . 3 pcs. $15.50

The BLOUSED BACK

THE SOFTER SLIM DRESS with a beautiful bloused back . . an all-season, any-hour fashion that is extremely smart and easy to wear. The fabric is rayon, cotton and silk woven to look like richly-textured douppioni. Fringed ascot of rayon taffeta; stick pin ornament included. Back bodice lined with rayon marquisette to keep it bloused. 2-inch hem. Dry clean. Shpg. wt. 2 lbs.

Misses' sizes 10, 12, 14, 16, 18.
31 K 7788–Navy 31 K 7789–Beige
Order correct size. . . . . Each $15.50

Tall Misses' 12T, 14T, 16T, 18T.
31 K 7888–Navy 31 K 7889–Beige
Order correct size. . . . . Each $16.50

It's the NEW CAPE COSTUME

. . see it in color on the front cover

CAPE AND DRESS . . elegant and extremely fashionable in tweed-look acetate and rayon with a herringbone weave. The cape has semi-sleeves that give it all the ease and comfort of a jacket . . acetate taffeta lining; hand bound buttonholes. The slim dress has a double yoke of rayon chiffon, pleated in front, plain in back; semi-lined with taffeta . . kick pleat; belt. Wrinkle-resistant; dry clean. Shpg. wt. 4 lbs. *Misses' sizes* 10, 12, 14, 16, 18.

31 K 07820—Lilac with black; black lining; lilac yoke
31 K 07821—Black with white; black lining; black yoke
Order correct size. $3.00 down . . . . . costume, cash $29.50

All hats shown above are sold in this catalog

Easy Terms, see inside back cover. For other Tall Misses' fashions see pages 6, 20, 25, 27, 30, 32 through 38 and 40 through 42

Scans from: https://christmas.musetechnical.com

THE LACE DRESS . . important fashion for important occasions

THE YOUNG DREAM DRESS, envisioned for the biggest moments of your life! Complete ensemble in nylon and acetate lace combined with nylon net. Dress is fully lined with acetate taffeta; bodice is boned; scallop-tiered skirt (about 33 inches long), has net underskirt. All-lace jacket is lined with net. Dry clean. Shpg. wt. 3 lbs. *Misses' sizes* 10, 12, 14, 16, 18, 20. *Order correct size.*

31 K 08005–White

31 K 08006–Pink 31 K 08007–Light blue

$3.00 down . . . . . 2 pcs. cash $30.00

THE WINGED-PANEL DRESS . . young and gay and completely charming. Pretty nylon and acetate lace with acetate taffeta . . nylon net insert, lace medallions and rhinestones on bodice front; moderately low neckline in back. Full lining of taffeta; net underskirt; back zipper. Skirt is about 33 in. long; panels begin at waistline. Dry clean. Shpg. wt. 3 lbs. *Juniors' sizes* 7, 9, 11, 13, 15, 17. *Order correct size.* The shoes shown are sold on page 8.

31 K 08014—Pink 31 K 08016—White

31 K 08015—Light copen blue . . Each $18.50

THE TIMELESS LACE DRESS, rich looking and wonderfully becoming with its softly draped bodice and gently flared skirt. An all-season fashion in nylon and acetate lace, fully lined with acetate taffeta. Dry clean. Shpg. wt. 3 lbs. *Half sizes* 14½,16½,18½,20½,22½,24½; *Women's* 38, 40, 42, 44. *Order correct size.* All accessories are sold in this catalog.

31 K 8078–Lt. gray lace over rose pink . $16.50

31 K 8079–Powder blue over powder blue 16.50

31 K 8080–Navy blue over navy blue . . 16.50

31 K 8081–Dusty rose over dusty rose . 16.50

For more Junior Fashions see pages 44 to 51; for fashions in Women's and Half Sizes, see pages 52 to 67.

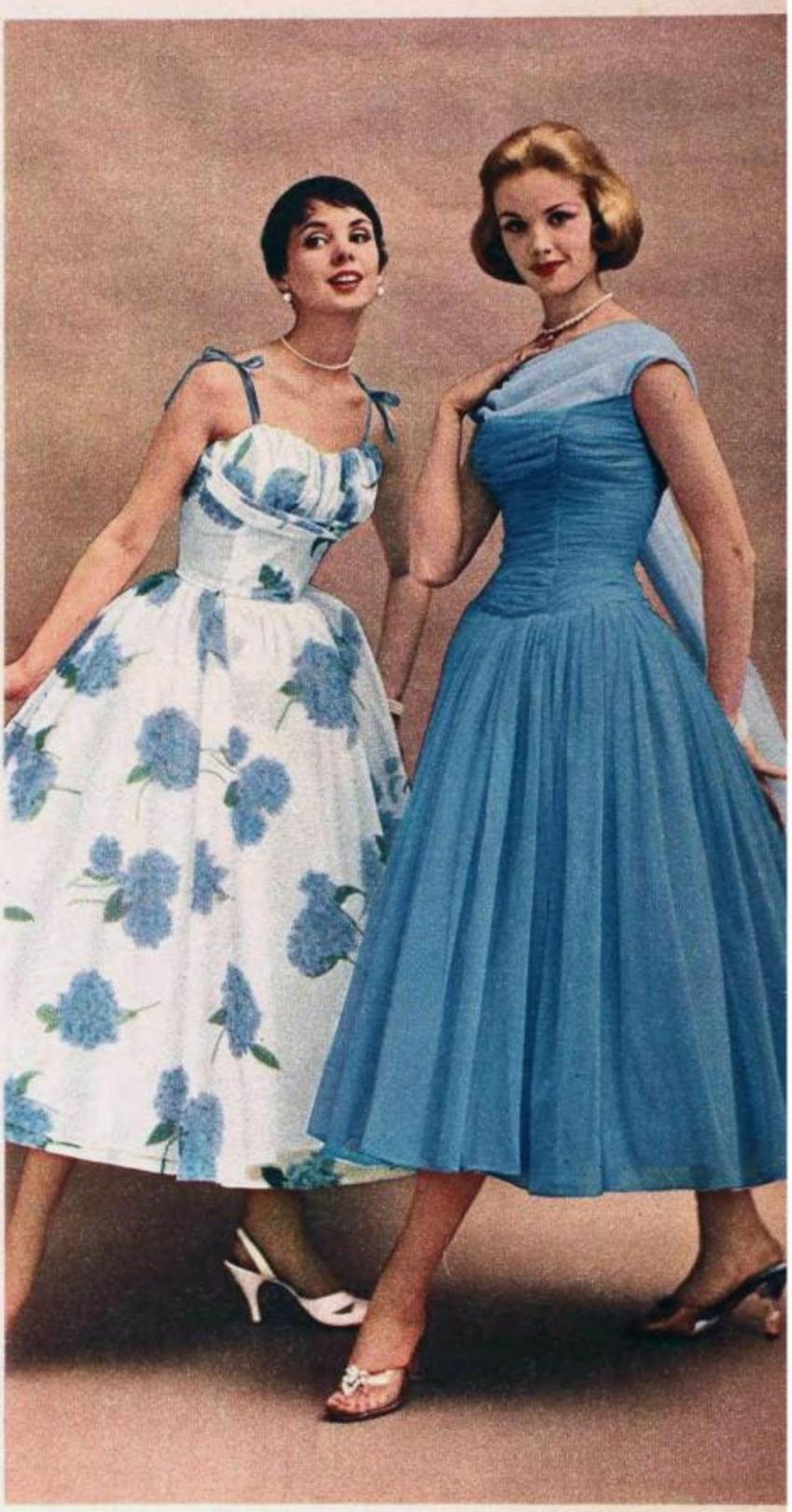
Scans from: https://christmas.musetechnical.com

THE SOFTER LOOKING PARTY DRESS

THE SHEATH WITH FLOATING PANELS in rayon organza, a handsome sheer fabric with a subtle luster. This dramatic dress is tucked all around; panels billow from the waistline. It is completely lined with matching acetate taffeta, has elastic at shoulders; square neckline and long zipper in back. Dry clean. Shpg. wt. 1 lb. 6 oz. *Misses' sizes* 12, 14, 16, 18, 20. *Please order correct size.*
The gloves are sold on page 5; the shoes on page 18.
31 K 8045-Champagne beige..$19.50
31 K 8046—Black.....19.50

THE BEAUTIFUL LACE DRESS . . our finest cotton lace over rustling acetate taffeta. Scoop-neck bodice has flattering bustline pleats. Bow-trimmed bands of taffeta circle the waist from midriff to hip . . the 3-gore skirt swirls out prettily. Long back zipper. Dry clean. Shpg. wt. 2 lbs. *Juniors' sizes* 7, 9, 11, 13, 15, 17; *Misses' sizes* 8, 10, 12, 14, 16, 18. *Order correct size.* The jewelry shown above is sold on page 18.
31 K 08051—Light beige.....$18.50
31 K 08050—Red..... 18.50
31 K 08052—Light blue..... 18.50

IMPORTANT . . New Faster Service from Chicago. Now all fashions are stocked in and shipped from Chicago for faster delivery. Measure and be sure . . see measurement charts on page 1392. Use Sears Easy Terms . . inside back cover.



THE PRETTIER EVENING DRESS

THE BOUQUET PRINT DRESS . . beautiful pastel flowers on filmy white nylon that is as smooth and crisp as organdy. Softly shirred Empire bodice, rayon velvet shoulder ties; billowy skirt (about 33 in. long) with nylon net underskirt. Full lining of acetate taffeta. Dry clean. Shpg. wt. 3 lbs. *Juniors' sizes* 9, 11, 13, 15, 17.
31 K 08067—Larkspur blue print
31 K 08068—Peony pink print
31 K 08069—Yellow print
Order correct size.....Each $16.50

THE FLOATING PANEL DRESS in nylon tricot . . soft and beautiful. The shirred bodice has a cowl neckline with moderately low V back; the full skirt is about 33 inches long. Full length panels; back zipper; nylon net underskirt; complete lining of acetate taffeta. Dry clean. Shipping wt. 3 lbs.
Misses' sizes 10, 12, 14, 16, 18, 20. *Order correct size.* Torso bra worn with this dress, sold on page 246.
31 K 08075—Lt. blue and copen blue
31 K 08076—Pale and shrimp pink
31 K 08077–All white.....Each $19.50

Scans from: https://christmas.musetechnical.com

THE EASY ELEGANCE of part cotton blends

COTTON AND CUPIONI* RAYON . . looks like silk shantung. Bloused-back dress has bodice pockets, Empire belt that drops to waistline in back. Detachable overcollar; back kick pleat; 2-in. hem. Hand wash separately. Shpg. wt. 1 lb. 12 oz. *Misses' sizes* 8, 10, 12, 14, 16. *Measure; order correct size.*

31 K 7314—Bright medium blue $12.70
31 K 7315—Black 12.70
31 K 7316—Copper tan 12.70

* Reg. U. S. Pat. Off.

COTTON AND ORLON † . . hand wash separately; drip dry . . needs little ironing. The prettier coat dress with front yoke and tucks; unpressed pleated skirt. Detachable white overcollar. Shpg. wt. 1 lb. 6 oz. *Misses' sizes* 10, 12, 14, 16, 18. *Measure; order correct size.*

31 K 7324—Black $13.50
31 K 7325—Lilac 13.50
31 K 7326—Bright med. blue 13.50

† DuPont trademark for acrylic fiber

COTTON AND ORLON † . . hand wash separately; drip dry . . needs little ironing. The softer, more feminine 2-piece dress with wonderful 24-gore skirt. Detachable overcollar of white cotton pique. Shipping weight 1 pound 8 ounces. *Misses' sizes* 12, 14, 16, 18, 20. *Measure; order correct size.*

31 K 7321—Navy blue. $12.00
31 K 7322—Bright med. blue 12.00
31 K 7323—Black 12.00

COTTON AND CUPIONI* RAYON . . soft lustered fabric with a shantung texture. Jacket has detachable white overcollar, matching braid and bow. Sheath has V neckline, zipper and kick pleat in back; 2-inch hem . . can be worn without the belt. Hand wash separately. Shpg. wt. 1 lb. 12 oz. *Misses' sizes* 10, 12, 14, 16, 18. *Order correct size.*

31 K 7318—Cadet blue . . 2 pcs. $13.00
31 K 7319—Navy blue. . . 2 pcs. 13.00
31 K 7320—Deep beige. . . 2 pcs. 13.00

IMPORTANT . . New Faster Service from Chicago. Now all fashions are stocked in and shipped from Chicago for faster delivery. See measurement charts on page 1392. Easy Terms . . inside back cover. Hats sold in millinery section.

Scans from: https://christmas.musetechnical.com

THE NATURAL BEAUTY of part silk blends

COTTON AND SILK . . crisp, lightweight fabric with a beautiful, soft luster. The long-line bodice is accented by dyed-to-match lace. Deep V neckline and zipper in back; all-around yoke; full skirt; 2-inch hem. Dry clean. Shpg. wt. 1 lb. 4 oz. *Misses' sizes* 8, 10, 12, 14, 16, 18. *Order correct size.*

31 K 7312—Bright turquoise blue
31 K 7313—Red . . . . . Each $12.70

PRINTED RAYON AND SILK . . smooth, soft lustered fabric, light as a feather! Very smart dress with flattering front midriff; full skirt. Hand wash separately. Shpg. wt. 1 lb. 6 oz. *Order correct size.*

Misses' sizes 12, 14, 16, 18, 20.
31 K 7308—Blue print (on figure) . . $12.70
31 K 7309—Rose pink (see swatch). 12.70
Tall Misses' 12T, 14T, 16T, 18T, 20T.
31 K 7348—Blue print (on figure) . . $13.70
31 K 7349—Rose pink (see swatch). 13.70

COTTON AND SILK . . lightweight fabric with a soft luster. Empire dress with all-around yoke cuffed in front; modified scoop neckline and zipper in back; 8-gore skirt. Belt included. Dry clean.

Shpg. wt. 1 lb. 8 oz. *Misses' sizes* 10, 12, 14, 16, 18, 20. *Order correct size.*
31 K 7310—Light blue. $12.70
31 K 7311—Light beige. . . . 12.70

Pearl jewelry sold on page 18.

* See Fabric Samples at Sears Catalog Sales Offices or Catalog Sales Desk of your nearest Sears Retail Store. You can see the actual colors, patterns and textures of the fabrics. For phone numbers and locations, see pages 1367 to 1371.

Scans from: https://christmas.musetechnical.com

THE PRETTIER KERRYBROOKE CASUAL

D
$12.74

A
$12.74

B
$13.74

C
$10.74

Above hat sold on page 6

A THE COAT DRESS in rich-looking Arnel* sharkskin . . hand wash separately; drip dry . . wrinkle resistant. Well-made with action pleat in the back of the bodice; smooth-fitting 3-gore skirt back; 2-inch hem. Silk square included. Shpg. wt. 2 lbs. *Misses' sizes* 10, 12, 14, 16, 18, 20. *Measure; order correct size.*

31 K 7336—Aqua blue; brown scarf $12.74
31 K 7337—Light yellow; brown scarf . . 12.74
31 K 7338—Rosewood tan; yellow scarf. 12.74

*Triacetate fiber, Reg. T. M. Celanese Corp.

C THE BLOUSED-BACK SHIRTWAIST DRESS in Dacron** and cotton . . soft, lightweight, wrinkle resistant . . hand wash separately; drip dry. Coat style with shoulder yoke and box pleat in back; unpressed pleated skirt; 2-in. hem; side-seam pockets. Shpg. wt. 1 lb. 12 oz. *Misses' sizes* 10, 12, 14, 16, 18. *State size.*

31 K 6234—Lt. blue 31 K 6235—Lt. yellow
31 K 6236—Lt. beige Each $10.74

** DuPont Reg. T. M. for polyester fiber

B THE DRESS AND CARDIGAN. Very smart dress of linen-look rayon has a low scoop neckline in back; side-seam pocket; kick pleat; 2-inch hem. Cardigan is 80% Orlon† and 20% wool jersey with lining front and back to match the dress. Both have pretty white bead trim. Hand wash separately. Shpg. wt. 2 lbs. *Misses' sizes* 8, 10, 12, 14, 16, 18. *Order correct size.*

31 K 7332—Light blue 31 K 7334—Pink
31 K 7333—Light beige 2 pieces $13.74

†DuPont Reg. T. M. for acrylic fiber

D THE SUIT AND CARDIGAN. Skirt and unlined jacket are linen-look rayon. Skirt has a kick pleat; 2-inch hem. The cardigan is 80% Orlon* and 20% wool jersey with lining front and back to match the suit. Hand wash separately. Shpg. wt. 2 lbs. 12 oz. *Misses' sizes* 10, 12, 14, 16, 18. *Order correct size.*

31 K 7328—Lt. blue 31 K 7329—Lt. beige
31 K 7330—Pink 3 pc. ensemble . . $12.74

* DuPont Reg. T. M. for acrylic fiber

IMPORTANT . . New Faster Service from Chicago. Now all fashions are stocked in and shipped from Chicago for faster delivery. Measure, be sure . . see page 1392. Use Easy Terms . . inside back cover.

Scans from: https://christmas.musetechnical.com

THE VERSATILE KERRYBROOKE COSTUME

A
$12.74 $13.74
10 to 18 12T to 18T

B
$10.74

C
$10.74 $11.74
12 to 20 12T to 20T

Above hats sold in Millinery Section

D
$11.54

A THE COAT AND DRESS. Acetate taffeta print dress has linen-look rayon trim; kick pleat; 2-inch hem. Collarless coat is linen-look rayon, fully lined to match dress. Dry clean. Shpg. wt. 2 lbs. 3 oz. *Order correct size.*
Misses' sizes 10, 12, 14, 16, 18.
31K7340–Lt. beige coat; lt. brown print
31K7342–Turquoise blue coat; turquoise print.
31K7341–Avocado (med.) green coat; lt. green print..... 2 piece outfit $12.74
Tall Misses' sizes 12T, 14T, 16T, 18T.
31K7344–Lt. beige coat; lt. brown print
31K7346–Turquoise blue coat; turquoise print
31K7345–Avocado (med.) green coat; lt. green print.....2 piece outfit $13.74

C THE SUIT-DRESS in Arnel* faille . . resists wrinkles. Jacket has new back detail. Fly-front effect skirt; 2-inch hem. Dry clean.
Misses' sizes 12, 14, 16, 18, 20.
31 K 6242—Navy blue 31 K 6243—Black
Wt. 2 lbs. *Order correct size*.....2 pcs. $10.74
Tall Misses' sizes 12T, 14T, 16T, 18T, 20T.
31 K 6442—Navy blue 31 K 6443—Black
Wt. 2 lbs. *Order correct size*.....2 pcs. $11.74

B THE JACKETED EMPIRE DRESS in Chromspun acetate with a subtle luster and satin-smooth back. Jacket has detachable collar and bow. Dress has 6-gore back, square back neckline, long zipper; all around yoke . . can be worn without belt. Dry clean. Shpg. wt. 3 lbs. *Misses' sizes* 14, 16, 18, 20.
31 K 6239—Navy 31 K 6240—Black
Order correct size .....2 pcs. $10.74

D THE COAT AND DRESS. Unlined coat in linen-look rayon has a low half-belt in back. Dress in rayon broadcloth has a back kick pleat; 2-inch hem. Hand wash separately. Shpg. wt. 3 lbs. 6 oz. *Misses' sizes* 12, 14, 16, 18, 20. *Order correct size.*
31 K 6237—Avocado (medium) green coat; light green dress.....$11.54
31 K 6238—Light brown coat; light beige dress.....$11.54

Her hat sold on page 3.

* Trinestate fiber Reg. T.M. Celanese Corp.

Scans from: https://christmas.musetechnical.com

$9.74 $10.94 $9.74 $9.74

GLORIFIED COTTONS . . everywhere in fashion

THE DEW DROP PRINT DRESS in fine Everglaze® cotton. This is the softer, prettier look with distinctive detail on the bodice front; high round neckline in back; 14-gore skirt. Hand wash separately. Shpg. wt. 1 lb. 12 oz. *Misses' sizes* 14, 16, 18, 20. *Order correct size.*
31K 6246—Lt. rose with gray, white
31K 6247—Gold with gray and white
31K 6245—Lt. brown with black, and white.....Each $9.74

THE BLACK AND WHITE DRESS . . more fashionable than ever this year! In embossed and printed cotton that has a subtle luster . . needs little ironing. Wonderful full circle skirt; front neckline studded with rhinestones, V neckline in back. Hand wash separately. Shpg. wt. 2 lbs. *Misses' sizes* 12, 14, 16, 18, 20. *Measure; order correct size.*
31 K 6279-Black stripe and bow print on white; black straw belt.....$10.94

THE PRINCESS DRESS in superior quality broadcloth . . combed cotton yarn, mercerized for a lasting luster. Smart, flattering dress with pearl-like buttons down the front; long back zipper. Fabric belt included. Hand wash separately . . keeps its lovely color. Shpg. wt. 1 lb. 12 oz. *Misses' sizes* 10, 12, 14, 16, 18. *Measure: order correct size.*
31 K 6280—Black 31 K 6281—Pink
31 K 6282—Lt. copen blue. Each $9.74

THE DRESS AND CAPE. Bouquet print dress of very fine cotton has V neckline and zipper in back; box pleated skirt. Cape is linen-look rayon, lined to match the dress. Hand wash separately. Shpg. wt. 1 lb. 12 oz. *Misses' sizes* 12, 14, 16, 18, 20. *Order correct size.*
31 K 6276-Light and deep beige print dress; light beige cape.....$9.74
31 K 6277-Light and shadow blue print dress; light blue cape.....$9.74

All fabric belts on these two pages have Bac-A-Belt® reinforcement that washes. For washability terms, see page 1373. The new silhouettes are most becoming if you order your correct size . . see measurement charts on page 1392.

Scans from: https://christmas.musetechnical.com

$8.74

$9.74 $10.54

$12.54

GLORIFIED BLENDS . . silk with other fibers

COTTON AND SILK . . firmly woven; wrinkle-resistant. The prettier, softer-looking sheath with white cotton lace over organdy. The deep V neckline in back has a fabric bow and edging of lace. Back zipper, kick pleat; 2-inch hem. Hand wash separately. Shpg. wt. 1 lb. 8 oz. *Misses' sizes* 12, 14, 16, 18, 20. *Order correct size.*

31 K 5282—Dark gray $8.74
31 K 5283—Navy blue 8.74

RAYON, ACETATE AND SILK . . a new, richly textured fabric woven with shadow pinstripes. The prettier shirtwaist with full skirt; 2-inch hem; pastel silk square. Hand wash separately. Shpg. wt. 2 lbs. *Misses' sizes* 10, 12, 14, 16, 18. *Order correct size.*

31 K 6289-Dusty aqua green with black pinstripes; white silk flecks . $9.74
31 K 6290-Sand beige with black pinstripes; white silk flecks $9.74

SUBTLE-LUSTERED COTTON AND SILK . . firm, semi-sheer fabric. Very smart dress has all-around yoke with interesting front detail . . wear with or without belt. All-around scoop neckline and tab-trimmed collar. Back zipper, kick pleat; 2-inch hem. Hand wash separately. Shpg. wt. 1 lb. 12 oz. *Misses' sizes* 14, 16, 18, 20. *Order correct size.*

31 K 6283—Navy blue $10.54
31 K 6284—Deep brown 10.54

WOVEN PLAID COTTON AND SILK in the glorified shirtwaist dress that's in fashion everywhere. Step-in style with unpressed pleated skirt; 2-inch hem. The fabric is very new and smart-looking; firmly woven; softly lustered . . hand wash separately. Shpg. wt. 1 lb. 12 oz. *Misses' sizes* 10, 12, 14, 16, 18.

31 K 6286-Lt. gray, white and red plaid
31 K 6287-Lt. gray, white and gold plaid
Order correct size. . . . . . Each $12.54

IMPORTANT . . New Faster Service from Chicago. Now all fashions are stocked in Chicago and shipped from Chicago for faster delivery service. Use Sears Easy Terms . . see inside back cover for details. Satisfaction guaranteed.

Scans from: https://christmas.musetechnical.com

$7.74

$7.74 $8.54

$8.54
12 to 20
$9.34
12T to 20T

THE DRAMATIC SHEATH in favorite fabrics

NEW EYELET RAYON . . looks and feels like linen, has tiny woven eyelets; resists wrinkles; hand wash separately. Scoop neckline, long zipper and kick pleat in back; side-seam pockets; 2-in. hem. Belt. Wt. 1 lb. 10 oz. *Misses' sizes* 12, 14, 16, 18, 20.

31 K 5290–Navy blue
31 K 5291–Dark gray
31 K 5292–Periwinkle (violet-blue)
Order correct size . . . . . Each $7.74

COTTON AND CUPIONI* RAYON . . looks like silk shantung . . hand wash separately. Beautifully made with detachable white dickey; long back zipper; back kick pleat; 2-inch hem. Belt included. Shpg. wt. 1 lb. 10 oz. *Misses' sizes* 10, 12, 14, 16, 18. *Measure; order correct size.*

31 K 5284—Peacock blue $7.74
31 K 5285—Navy blue 7.74
31 K 5286—Orchid pink 7.74

*Reg. U. S. Pat. Off.

PIMA COTTON AND ORLON† . . hand wash separately; drip dry. Handsomely detailed dress with detachable white over-collar and bow of bright yellow and white stripes. Front yoke; button trim; zipper and kick pleat in back; 2-inch hem. Shpg. wt. 1 lb. 10 oz. *Misses' sizes* 10, 12, 14, 16, 18. *Measure; order correct size.*

31 K 5287—Navy blue $8.54
31 K 5288—Charcoal gray 8.54

†DuPont Reg. T. M. for acrylic fiber

COTTON AND ACETATE with lustrous woven squares . . hand wash separately; wrinkle-resistant. Front bodice is softly draped; back has moderately scooped neckline, long zipper, kick pleat. 2-inch hem. Shpg. wt. 1 lb. 8 oz. *Order correct size.*

Misses' sizes 12, 14, 16, 18, 20.
31 K 5293–Lt. pink
31 K 5294–Lt. blue
31 K 5295–Lt. beige
Each $8.54

Tall Misses' 12T, 14T, 16T, 18T, 20T.
31 K 5393–Lt. pink
31 K 5394–Lt. blue
31 K 5395–Lt. beige
Each $9.34

The new silhouettes are easy-to-wear and most becoming if you measure and make sure to order the size that fits you best . . see instructions and measurement charts on page 1392. Washability terms are explained on page 1373.

Scans from: https://christmas.musetechnical.com

$8.74

$8.74

$7.74

$9.74

THE SOFTER SILHOUETTE in pretty cottons

THE SLIM JACKETED DRESS in fine quality printed cotton with a nubby texture . . hand wash separately; wrinkle-resistant. Jacket has white overcollar . . dress has scoop neckline in back; 2-inch hem. Shpg. wt. 1 lb. 12 oz. *Misses' sizes* 12, 14, 16, 18, 20.

31 K 5315–Mist blue (med.) with white
31 K 5316–Light brown with white
31 K 5317–Navy blue with white
Order correct size.....2 pcs. $8.74

THE EMPIRE DRESS in Italian-type combed cotton faille . . hand wash separately; drip dry . . wrinkle resistant. White undercollar matches pocket edging, is V-shaped in back. Front yoke; tie belt and zipper in back; 10-gore skirt. Shpg. wt. 2 lbs. 1 oz. *Misses' sizes* 12, 14, 16, 18, 20.

31 K 5310–Bright red
31 K 5311–Periwinkle (violet-blue)
Order correct size.....Each $8.74

THE SOFTLY FLARED DRESS in combed cotton woven with stripes of cotton satin . . hand wash separately . . needs little ironing; resists wrinkles. White lace; 4-gore skirt; slightly scooped neckline and zipper in back. Wt. 1 lb. 12 oz. *Misses' sizes* 12, 14, 16, 18, 20. *Order correct size.*

31K5296–Copen blue and white $7.74
31K5297–Pink and white..... 7.74
31K5298–Yellow and white.... 7.74

THE 2-PC. DRESS in bouquet print cotton satin . . stays firm and lustrous, resists soil and wrinkles . . hand wash separately. Button-back top has slightly scooped neckline and yoke in back. Full skirt; 2-inch hem. Shpg. wt. 1 lb. 12 oz. *Misses' sizes* 10, 12, 14, 16, 18. *Order correct size.*

31 K 5261—Light blue with larkspur blue and white print.....$9.74
31 K 5262—Light yellow with gold and white print.....$9.74

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Scans from: https://christmas.musetechnical.com

12 to 20
$8.54
12T to 20T
$9.34

$8.54

12 to 20
$10.74
12T to 20T
$11.74

$8.54

ALL DAY DRESSES . . wardrobe essentials

COTTON AND RAYON with a honan-like texture; subtle luster . . hand wash separately; wrinkle-resistant. Fashionable suit-dress has fitted jacket with pocket flaps . . skirt with smooth 3-gore back; 2-inch hem. Shpg. wt. 1 lb. 12 oz. *State size.*
Misses' sizes 12, 14, 16, 18, 20.
31 K 5265–Navy 31 K 5266–Lilac
31 K 5267–Lt. spice brown. Each $8.54
Tall Misses' 12T, 14T, 16T, 18T, 20T.
31 K 5365–Navy 31 K 5366–Lilac
31 K 5367–Lt. spice brown. Each $9.34

COTTON AND ACETATE handsomely woven in a pattern of raised lines and nubs . . hand wash separately . . needs little ironing. The softer-looking slim dress to wear with or without the belt . . all-around collar and scoop neckline, white button-on tab in front. Long back zipper; kick pleat; 2-inch hem. Shpg. wt. 1 lb. 10 oz. *Misses' sizes* 12, 14, 16, 18, 20. *Order correct size.*
31 K 5271—Navy $8.54
31 K 5272—Orchid 8.54
31 K 5273—Light beige 8.54

THE IMPORTANT CREPE . . dark or bright

BEAUTIFUL TISSUE FAILLE . . finely ribbed acetate and rayon crepe with a subtle luster. Well-made dress with soft bodice fullness; detachable over-collar and cuffs in white cotton lace; back zipper; back kick pleat; 2-inch hem. Dry clean. Shpg. wt. 2 lbs.
Misses' sizes 12, 14, 16, 18, 20.
31 K 6292–Navy 31 K 6293–Black
Order correct size. . . . . Each $10.74
Tall Misses' 12T, 14T, 16T, 18T, 20T.
31 K 6492–Navy 31 K 6493–Black
Order correct size. . . . . Each $11.74

SEMI-SHEER CREPE . . acetate and rayon with tucks woven right in the fabric . . very new and smart-looking! Dramatically simple sheath with high neckline and long zipper in back; kick pleat; 2-inch hem . . lined with rayon taffeta to below the hips to keep it smooth. Dry clean. Shpg. wt. 1 lb. 12 oz.
Misses' sizes 12, 14, 16, 18, 20.
31 K 5268—Periwinkle (violet-blue)
31 K 5269—Navy blue
31 K 5270—Light beige
Order correct size. . . . . Each $8.54

IMPORTANT . . New Faster Service from Chicago. All fashions are stocked in and shipped from Chicago for faster delivery. Measure . . see page 1392. Sears Easy Terms . . inside back cover. Hats sold in millinery section

Scans from: https://christmas.musetechnical.com

EASY-CARE FABRICS . . cotton with synthetic fibers

COTTON AND DACRON* . . . semi-sheer fabric with narrow brocaded stripes . . . hand wash separately; drip dry . . . needs little ironing. Pretty step-in dress has zipper from waist to below hips; unpressed pleated skirt; 2-inch hem. Rhinestone-jeweled buttons. Shpg. wt. 1 lb. 8 oz. *Misses' sizes* 12, 14, 16, 18, 20. *Order correct size.*

31 K 5279–Aqua blue and white. . $7.74
31 K 5280–Lilac and white. 7.74
31 K 5281–Cork tan and white. . . 7.74

*DuPont Reg. T.M. for polyester fiber

COTTON AND ORLON† . . soft-lustered fabric with printed feather pattern . . hand wash separately . . needs little ironing; resists wrinkles. The pretty neckline is scooped in back, has white cotton lace applique. The skirt has unpressed pleats in front, 4-gores in back. All-around yoke; back zipper; belt. Shpg. wt. 1 lb. 8 oz. *Misses' sizes* 10, 12, 14, 16, 18. *Order correct size.*

31K5274–Lt. blue with white. . . . $8.54
31K5275–Mauve pink with white 8.54

†DuPont Reg. T.M. for acrylic fiber

COMBED COTTON AND NYLON woven in a beautiful shadow plaid . . lightweight, softly lustrous fabric that resists wrinkles . . hand wash separately. Extremely smart, well-made dress with becoming Italian neckline, V yoke in back . . full gathered skirt; 2-inch hem. Shpg. wt. 1 lb. 12 oz. *Misses' sizes* 10, 12, 14, 16, 18. *Order correct size.*

31K5276–Light gray $8.54
31K5277–Rose 8.54
31K5278–Shadow (medium) blue 8.54

WOVEN STRIPE SEERSUCKER . . Chromspun acetate and combed cotton . . hand wash separately . . needs little ironing; resists wrinkles. Shoulder flanges; 2-inch hem. Rayon chiffon ascot. Shpg. wt. 1 lb. 12 oz. *Order correct size.*

Misses' sizes 12, 14, 16, 18, 20.

31 K 5263–Lt. brown and white. . . . $7.74
31 K 5264–Oxford gray and white. . 7.74

Tall Misses' 12T, 14T, 16T, 18T, 20T.

31 K 5363—Lt. brown and white. . . $8.54
31 K 5364–Oxford gray and white. . 8.54

• **See Fabric Samples** at Sears Catalog Sales Offices or Catalog Sales Desk of your Nearest Sears Retail Store. You can see the actual colors, patterns and textures of all dress fabrics. See pages 1367 to 1371 for phone numbers and locations.

FOR PAGE 33 . . DRESSES

Scans from: https://christmas.musetechnical.com

A
$5.74

B
12 to 20
$6.74
12T to 20T
$7.54

C
$5.74

D
$6.74

BIG IMPRESSIONS for LITTLE MONEY!

A LINEN-LOOK ACETATE AND RAYON . . wrinkle resistant. Smart 2-piece dress . . top has shoulder flanges; skirt has kick pleat. Hand wash separately. Shpg. wt. 2 lbs. *Misses' sizes* 12, 14, 16, 18, 20. *Order correct size.*
31K3382–Navy blue with powder blue . . . $5.74
31K3383–Dark brown with beige. 5.74

B CUPIONI® RAYON AND COTTON with a shantung texture. Undercollar of white ribbed cotton; kick pleat in skirt; back zipper. Hand wash separately. Wt. 1 lb. 12 oz. *State size. Misses' sizes* 12, 14, 16, 18, 20.
31 K 3384—Navy blue 31 K 3385—Black
31 K 3386—Dark brown Each. $6.74
Tall Misses' sizes 12T, 14T, 16T, 18T, 20T.
31 K 3554—Navy blue 31 K 3555—Black
31 K 3556—Dark brown Each. $7.54

C ACETATE AND RAYON with flocked design, satin-weave back . . wrinkle-resistant. Back yoke; back zipper; kick pleat, 2-inch hem. Dry clean. Shpg. wt. 1 lb. 12 oz. *Misses' sizes* 10, 12, 14, 16, 18, 20. *Order correct size.*
31 K 3387—Navy with white and black. $5.74

D STRIPED SEERSUCKER . . Chromspun acetate and cotton; hand wash . . needs little ironing. Smart, well-tailored 2-piece dress. Kick pleat in skirt. Wt. 1 lb. 12 oz. *Misses' sizes* 12, 14, 16, 18, 20. *Order correct size.*
31 K 3388–Oxford gray and white stripes. $6.74
31 K 3389–Medium blue and white stripes. 6.74

E ARNEL* JERSEY . . hand wash, drip dry . . needs little ironing, sheds wrinkles. Convertible collar; 3-gore skirt back; side-seam pocket. Shpg. wt. 1 lb. 8 oz. *Misses' sizes* 12, 14, 16, 18, 20. *Order correct size.*
31 K 3391—Aqua blue 31 K 3393–Lt. beige
31 K 3392—Bright rose pink . . . . . Each $6.74

F NEW EYELET RAYON . . looks and feels like linen, has tiny woven eyelets; resists wrinkles; hand wash separately. 4-gore skirt with fly-front effect; 2-inch hem. Silk square; ornament. Wt. 1 lb. 12 oz. *Order correct size. Misses' sizes* 12, 14, 16, 18, 20.
31 K 3403—Ivory beige 31 K 3405—Rose
31 K 3404—Peacock blue Each. $5.74
Tall Misses' sizes 14T, 16T, 18T, 20T.
31 K 3563—Ivory beige 31 K 3565—Rose
31 K 3564—Peacock blue Each. $6.54

G PIMA COTTON AND NYLON with a white splash print . . hand wash; dries quickly. Shoulder pleats; 4-gore skirt. Wt. 1 lb. 12 oz. *Misses' sizes* 12, 14, 16, 18, 20.
31 K 3406—Mauve rose 31 K 3407—Lt. blue
Measure; order correct size . . . . . Each $6.74
Tall Misses' sizes 14T, 16T, 18T, 20T.
31 K 3566—Mauve rose 31 K 3567—Lt. blue
Measure; order correct size . . . . . Each $7.54

H PRINTED PONGEE . . acetate and cotton . . looks like silk. Rhinestones on front of collar; gathers all around skirt. Hand wash. Shpg. wt. 1 lb. 12 oz. *Misses' sizes* 10, 12, 14, 16, 18. *Measure; order correct size.*
31 K 3399—Turquoise, avocado and tangerine print on natural beige ground $6.74
31 K 3400—Green, yellow and tangerine print on natural beige ground $6.74

J CUPIONI® RAYON AND COTTON with a shantung texture. Square neckline in back; flared skirt back with big unpressed box pleat. Hand wash separately. Shpg. wt. 1 lb. 10 oz. *Misses' sizes* 10, 12, 14, 16, 18, 20. *State size.*
31 K 3380—Turquoise blue 31 K 3379—Navy
31 K 3381—Deep rose beige Each. $6.74

K LINEN-LOOK RAYON . . wrinkle-resistant. Jacket and sleeveless dress with Empire bodice; 2 gores in skirt back. Hand wash separately. Shpg. wt. 2 lbs. 4 oz. *Misses' sizes* 12, 14, 16, 18, 20. *Order correct size.*
31 K 3401—Green, black and white print; medium green jacket . . . . . 2 pcs. $6.74
31 K 3402—Navy, red and white print; navy blue jacket . . . . . 2 pcs. $6.74

IMPORTANT . . New Faster Service from Chicago. Now all fashions are stocked in Chicago and shipped from Chicago to give you faster delivery service. See measurement charts on page 1392 . . Easy Terms on inside back cover.

*Trinetate fiber, Reg. T.M. Celanese Corp. of America

Scans from: https://christmas.musetechnical.com

E
$6.74

F
12 to 20
$5.74
14T to 20T
$6.54

G
12 to 20
$6.74
14T to 20T
$7.54

H
$6.74

J
$6.74

K
$6.74

DESCRIPTIONS ON OPPOSITE PAGE

Scans from: https://christmas.musetechnical.com

A
$5.74
12 to 20
$6.54
12T to 20T

B
$7.54

C
$5.74

D
$6.74

"The Prettier Look" in COTTON

Kerrybrooke fashions expertly made in superior quality fabrics . . sold only by Sears

A COMBED BROADCLOTH. Back zipper, kick pleat; gingham and pique collar. 2-in. hem. Washable. Shpg. wt. 1 lb. 5 oz. *State size.*
Misses' sizes 12, 14, 16, 18, 20.
31 K 4389—Navy blue
31 K 4390—Black $5.74
Tall Misses' sizes 12T, 14T, 16T, 18T, 20T.
31 K 4489—Navy blue
31 K 4490—Black $6.54

B GRADUATED PANEL PRINT. Red cummerbund; moderately low V neckline in back; 8-gore skirt. Washable. Shpg. wt. 1 lb. 9 oz. *Misses' sizes* 12, 14, 16, 18, 20. *Order correct size.*
31 K 4373—Black and white $7.54

C SHADOW PLAID with bouquet print in pink, yellow and black. Zip-front step-in with pointed hip yoke in front and back; flared 4-gore skirt. Washable, drip dry; needs little ironing. Shipping weight 1 lb. 6 oz.
Misses' sizes 14, 16, 18, 20. *Order correct size.*
31 K 4381—Medium blue ground $5.74
31 K 4382—Medium brown ground 5.74

D KNITTED COTTON . . pebble texture. Smart slim dress with elasticized waistline. 2-in. hem. Hand wash. Shpg. wt. 1 lb. 8 oz. *Misses' sizes* 10, 12, 14, 16, 18. *Order correct size.*
31 K 4383–Peony pink
31 K 4384–Lt. blue
31 K 4385–White
Each $6.74

E BIG FLOWER PRINT. Full flared skirt with 2-gore bias back, pointed hip yoke. Washable. Shpg. wt. 1 lb. 6 oz. *Order correct size.*
Misses' sizes 12, 14, 16, 18, 20.
31 K 4379–Turquoise and beige on ivory $5.74
31 K 4380–Brown and gray on natural . . . 5.74
Tall Misses' sizes 14T, 16T, 18T, 20T.
31 K 4479–Turquoise and beige on ivory $6.54
31 K 4480–Brown and gray on natural . . . 6.54

F BROADCLOTH 2-piece dress. Top has flaps on peplum. 3-gore skirt has back slit, 2-in. hem. Washable. Shpg. wt. 1 lb. 7 oz. *Misses' sizes* 12, 14, 16, 18, 20. *Order correct size.*
31 K 4374—Peacock blue
31 K 4375—Black
31 K 4376—Red
2 piece $5.74

G LEAF PRINT. Empire bodice; full, flared skirt. Washable. Shpg. wt. 1 lb. 5 oz.
Misses' sizes 12, 14, 16, 18. *Order correct size.*
31 K 4377—Light and deep beige, metallic gold-color accents; brown velvet streamers . . $5.74
31 K 4378—Light and med. gray, metallic gold-color accents; black velvet streamers . . . $5.74

H BOUQUET PRINT. Fashionable Empire bodice; full skirt with gathers all around, pointed yoke in back. Back zipper. Ornament included. 2-in. hem. Washable; needs little or no ironing. Shpg. wt. 1 lb. 8 oz. *Misses' sizes* 10, 12, 14, 16, 18. *Order correct size.*
31 K 4393—Larkspur blue with lilac $5.74
31 K 4394—Deep beige with peony pink 5.74

J DUCO DOT BROADCLOTH. 4-gore skirt with fly-front effect, kick pleat. 2-in. hem. Ornament; scarf. Washable. Shpg. wt. 1 lb. 5 oz. *Misses' sizes* 12, 14, 16, 18, 20. *Order correct size.*
31 K 4386–Red
31 K 4387–Navy blue
31 K 4388–Light green
Each $5.74

K FLOWER AND PIN DOT PRINT. All around pleated hip yoke, scoop neckline in back. Hand wash, pleats stay. Wt. 1 lb. 10 oz.
Misses' sizes 10, 12, 14, 16, 18. *Order correct size.*
31 K 4392—White with multicolor print $5.74

IMPORTANT . . New Faster Service from Chicago. All fashions are stocked in and shipped from Chicago for faster delivery. Sears Easy Terms . . inside back cover. Measure page . . 1392.

Scans from: https://christmas.musetechnical.com

E
$5.74
12 to 20
$6.54
14T to 20T

F
$5.74

G
$5.74

H
$5.74

J
$5.74

K
$5.74

Scans from: https://christmas.musetechnical.com

KERRYBROOKE ACTION CLASSICS

WOVEN STRIPE SEERSUCKER . . . fine washfast cotton. Action-back yoke; buttoned action sleeves; elasticized belt. Wt. 1 lb. 8 oz. *Misses' sizes* 12, 14, 16, 18, 20; *Half sizes* 14½, 16½, 18½, 20½, 22½, 24½. *Order correct size.*

31 K 4395—Red and white.....$5.74
31 K 4396—Green and white.... 5.74
31 K 4397—Brown and white... 5.74
31 K 4398—Med. blue and white. 5.74

WOVEN CHECK GINGHAM. Style, sizes as above. Washable. Wt. 1 lb. 7 oz.

31 K 4310—Pink and white.....$5.74
31 K 4311—Blue and white..... 5.74

FINE QUALITY WOVEN STRIPE cotton classic with knitted cotton shrug. Sleeveless coat dress has matching knit trim, inverted pleat at back bodice; easy-fitting 7-gore skirt. Hand wash. Shipping wt. 1 lb. 8 oz. *Misses' sizes* 12, 14, 16, 18, 20; *Half sizes* 14½, 16½, 18½, 20½, 22½, 24½. *Please measure, see charts order your correct size.*

31 K 4400—Peony pink and white dress; peony pink shrug.....$7.54
31 K 4401—Aqua blue and white dress; aqua blue shrug.....$7.54

IMPORTANT . . New Faster Service from Chicago. All fashions now stocked in Chicago and shipped from Chicago to give faster delivery service. Fabric belts on these two pages have washable Bac-A-Belt® reinforcement.

DAN RIVER DRI-DON® COTTONS

WOVEN PLAID with jacquard pattern . . Wrinkl-Shed® combed gingham is sunfast, washfast, won't shrink over 1%; needs little or no ironing. Softer-looking, V-neck dress with bodice fullness, gently flared skirt with front fullness; side-seam pockets. Shpg. wt. 1 lb. 4 oz. *Measure, see charts. Order correct size.*

Misses' sizes 12, 14, 16, 18, 20.

31 K 4404–Aqua blue and white
31 K 4405–Peony pink and white
Each.....only $5.74

WOVEN STRIPES with jacquard pattern in Wrinkl-Shed® combed cotton . . sunfast, washfast, won't shrink over 1%; needs little ironing. Coat dress has "roll-up" sleeves, action-back yoke with box pleat, full skirt with unpressed pleats; side-seam pockets. Shpg. wt. 1 lb. 8 oz. *Order correct size.*

Misses' sizes 10, 12, 14, 16, 18, 20.

31 K 4402–Lt. blue, tan, white. . .$6.74
31 K 4403–Lt. rose, tan, white. . . 6.74

Tall Misses' 12T, 14T, 16T, 18T, 20T.

31 K 4422–Lt. blue, tan, white. . .$7.54
31 K 4423–Lt. rose, tan, white. . . 7.54

• **See Fabric Samples** at Sears Catalog Sales Offices or Catalog Sales Desk of your nearest Sears Retail Store. You can see the actual colors and textures of these fabrics. See pages 1367 to 1371 for phone numbers and locations.

Order regularly and get your Sears catalogs regularly

Scans from: https://christmas.musetechnical.com

A $7.54 B $6.74 C $6.74

D $7.54

WONDERFUL WAMSUTTA COTTON SATIN

Combed, mercerized . . keeps its luster, resists wrinkles

A BOUQUET PRINT DRESS with loop and button trim. Gathered skirt, all 'round yoke; 2-inch hem. Back zipper. Cotton satin . . washable, won't shrink over 2%. Wt. 1 lb. 5 oz. *Misses' sizes* 10, 12, 14, 16, 18. *Order correct size.* Shoes sold on page 18.
31 K 4408—Ivory with burnt orange print.....$7.54
31 K 4409—Light blue with aqua print.....$7.54

B BACK-INTEREST DRESS . . big unpressed box pleat gives back of skirt a gentle flare. Square neckline in back; long zipper; 2-inch hem. Cotton satin with white dots . . washable, won't shrink over 2%. Shpg. wt. 1 lb. 4 oz. *Misses' sizes* 12, 14, 16, 18, 20. *Order correct size.* Shoes sold on page 8.
31 K 4406-Light pink.....$6.74
31 K 4407-Light blue.....6.74

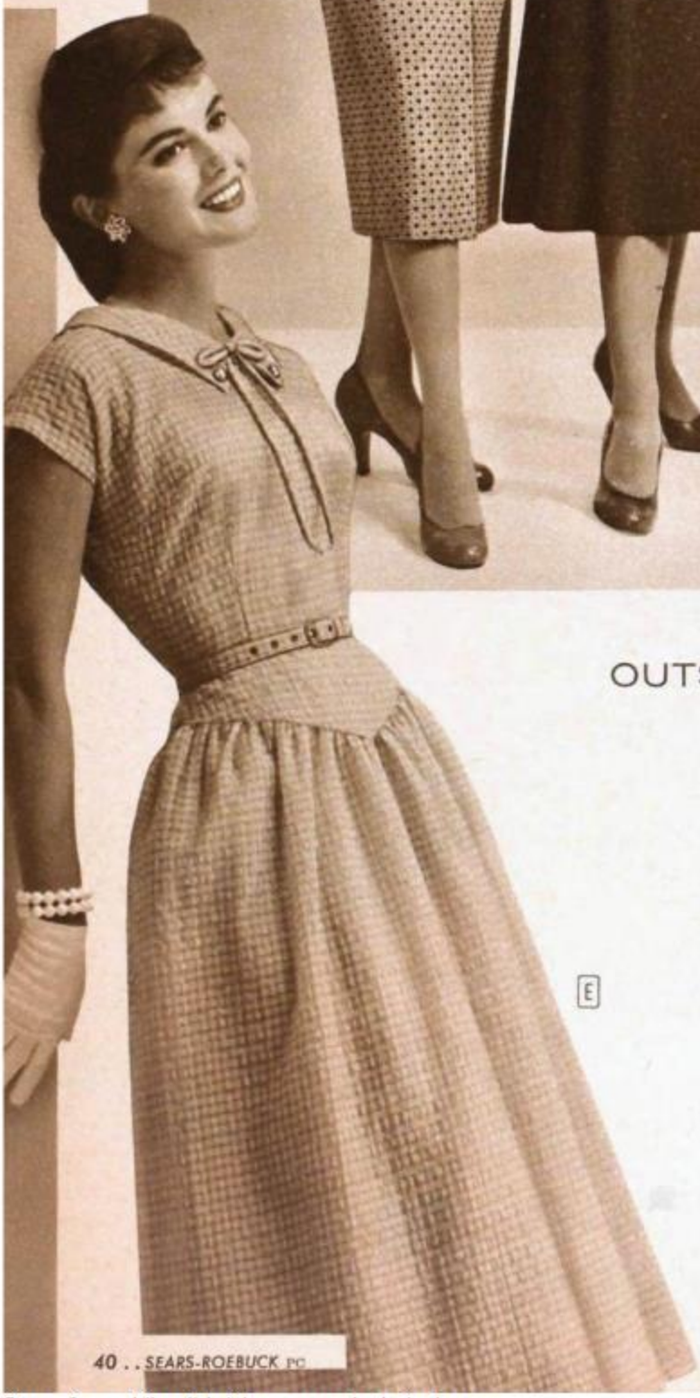
C "CLOVER" PRINT DRESS . . skirt of unpressed pleats; scoop neck in back; long zipper; 2-in. hem. Cotton satin . . washable, won't shrink over 2%. Shpg. wt. 1 lb. 8 oz. *Misses' sizes* 12,14,16,18,20. *Order correct size.* Shoes sold in shoe section.
31 K 4410-Turquoise and multicolor print on white.....$6.74
31 K 4411-Rose and multicolor print on white.....$6.74

See measurement charts on page 1392; washability terms on page 1373. For Sears Easy Terms see inside back cover.

D LONG TORSO DRESS . . draped surplice front, plain back with V-neck; yoke and gathers all around skirt. Long back zipper; fabric belt included. Cotton satin . . washable, won't shrink over 2%. Shpg. wt. 1 lb. 8 oz. *Misses' sizes* 12, 14, 16, 18, 20. *Order correct size.* Shoes are sold in shoe section.
31 K 4412—Larkspur blue.....$7.54
31 K 4413—Bright rose.....$7.54

FOR PAGE 39 . . DRESSES

Scans from: https://christmas.musetechnical.com



OUTSTANDING SEARS VALUES . . ONLY $5.00 each

Kerrybrooke dresses sold only by Sears . . Misses' Sizes

A ACETATE AND COTTON PONGEE . . geometric print on natural color ground. This flattering coat dress has simulated pockets; easy-fitting 5-gore skirt. Hand wash separately. Shpg. wt. 1 lb. 8 oz. *Order correct size. Misses' sizes* 12, 14, 16, 18, 20.

31 K 1864—Bright blue and black print $5.00
31 K 1865—Bright rose and black print 5.00

Tall Misses' sizes 14T, 16T, 18T, 20T.

31 K 1964—Bright blue and black print $5.50
31 K 1965—Bright rose and black print 5.50

C LINEN-LOOK RAYON . . wrinkle-resistant. Flattering sheath . . 2-gore skirt back with kick pleat; back zipper. Belt included. Hand wash separately. Shpg. wt. 1 lb. 8 oz. *Misses' sizes* 10, 12, 14, 16, 18. *Order correct size.*

31 K 1866—Lt. beige 31 K 1867—Copen blue
31 K 1868—Navy blue Each.....$5.00

B ACETATE AND RAYON FAILLE. Youthful dress in black or navy with scalloped detail, edged in pink. Flared 4-gore skirt; moderate scoop neckline in back. Dry clean. Shpg. wt. 1 lb. 12 oz. *Misses' sizes* 12, 14, 16, 18, 20. *Measure; order your correct size.*

31 K 1872—Black..$5.00 31 K 1873—Navy $5.00

D LINEN-LOOK RAYON . . wrinkle-resistant. Slim dress has detachable overcollar; 3-gore skirt. Back zipper. Hand wash separately. Wt. 1 lb. 8 oz. *State size.* Active-wear girdle, worn with dress, sold on page 269.

Misses' sizes 10, 12, 14, 16, 18, 20.

31 K 1874—Copen blue 31 K 1875—Pink
31 K 1876—Yellow Each.....$5.00

Tall Misses' sizes 14T, 16T, 18T, 20T.

31 K 1974—Copen blue 31 K 1975—Pink
31 K 1976—Yellow Each.....$5.50

E NYLON AND ORLON* . . finely puckered sheer with black and white "pinstripe" checks . . needs little ironing. Full skirt has pointed hip yoke at front and back. Long back zipper; ornaments. Hand wash separately. Shpg. wt. 1 lb. 2 oz. *Misses'* sizes 12, 14, 16, 18, 20.

31 K 1869—Pink with checks 31 K 1870—Aqua blue with checks
31 K 1871—Lilac with checks *Order correct size*.....Each $5.00

* DuPont Trademark for Acrylic fiber

All fabric belts on these dresses have Bac-a-Belt® reinforcement . . wash or dry clean. For washability terms, see page 1373.

Scans from: https://christmas.musetechnical.com

FULL-SKIRTED COTTONS . . ONLY $4.76 each

Favorite silhouette in fine fabrics . . Misses' Sizes

A STYLIZED FLOWER PRINT . . superior quality, wrinkle-resistant cotton; washable; needs little or no ironing. Pretty, practical dress has set-in pockets, moderately scooped back neckline, and flared 2-gore skirt back. Shpg. wt. 1 lb. 8 oz. *Misses' sizes* 12, 14, 16, 18, 20.

31K 1879—Rose, gold and black print on ivory
31K 1880—Peacock, gold, black print on ivory
Order correct size.....Each $4.76

C PIN-CHECK AND FLOWER PRINT . . fine wrinkle-resistant cotton; washable . . little or no ironing. Lovely dress with moderately scooped neckline in back, gathered skirt. Fabric belt. Shpg. wt. 1 lb. 10 oz. *Order correct size. Misses' sizes* 10, 12, 14, 16, 18.

31K 1884–Black $4.76 31K 1885–Navy $4.76

Tall Misses' sizes 12T, 14T, 16T, 18T.

31K 1984–Black $5.24 31K 1985–Navy $5.24

IMPORTANT . . New Faster Service from Chicago. Now all fashions are stocked in and shipped from Chicago to give you faster delivery. All fabric belts have washable backing. See measurement charts, page 1392. Purchase Kerrybrooke dresses on Sears Easy Terms . . see inside back cover.

B COMBED WOVEN CHECK GINGHAM in new 1957 colors . . . washable, fabric won't shrink over 1%. Step-in dress with gathered skirt. Shpg. wt. 1 lb. 5 oz. *Order correct size. Misses' sizes* 10, 12, 14, 16, 18.

31K 1881–Peony pink 31K 1883–Deep lilac
31K 1882–Larkspur blue.....Each $4.76

Tall Misses' sizes 12T, 14T, 16T, 18T.

31K 1981–Peony pink 31K 1983–Deep lilac
31K 1982–Larkspur blue.....Each $5.24

D STRIPE AND FLOWER PRINT. Fine cotton; Sanforized, won't shrink over 1%. Smart dress has moderately scooped neck in back, gathered skirt. Cotton knit sweater. Hand wash. Shipping weight 1 pound 10 ounces. *Misses' sizes* 12, 14, 16, 18, 20.

31K 1878—Deep blue and pink print on white; black sweater. *Order correct size*.....$4.76

E ORIENTAL BORDER PRINT . . beautiful scenic design on fine quality cotton; washable, needs little ironing; resists wrinkles. Smart step-in shirtwaist dress with unpressed pleated skirt. Shpg. wt. 1 lb. 10 oz. *Misses' sizes* 10, 12, 14, 16 18, 20. *Measure, order correct size.*

31K 1877—Gold with multicolor print....$4.76

© PAGE 41 . . DRESSES

Scans from: https://christmas.musetechnical.com

SANFORIZED COTTONS . . $3.76 each

Fabric won't shrink over 1% . . Misses' Sizes

A MULTI-STRIPED broadcloth . . washfast; won't shrink over 1%. Shirtwaist dress with convertible collar; action-back bodice . . shoulder yoke, inverted pleat with tab and buckle trim; skirt of unpressed pleats. Shpg. wt. 2 lbs. *Misses' sizes* 10, 12, 14, 16, 18, 20. *State size.*

31 K 1855—Khaki tan with black and white stripes. $3.76

C BOUQUET PRINT of fine quality cotton; won't shrink over 1%. Pretty dress has scoop neckline in back; full gathered skirt. Washable. Shpg. wt. 1 lb. *Misses' sizes* 12, 14, 16, 18, 20. *Order your correct size.*

31 K 1858—Light blue with larkspur blue print. $3.76

31 K 1859—Peony pink with bright rose print. $3.76

E POLKA DOT cotton . . won't shrink over 1%. Young-looking coat dress has 4-gore skirt with front fullness. Washable. Shpg. wt. 2 lbs. *Misses' sizes* 12, 14, 16, 18, 20. *Measure; order correct size.*

31 K 1861—Lilac with violet dots

31 K 1862—Pink with rose dots

31 K 1863—Light blue with medium blue dots. . . . . Each $3.76

The fabric belts on these two pages have washable backing. The new silhouettes are most becoming if you make sure you order your correct size . . . see the measurement charts on page 1392.

B ABSTRACT PRINT . . fine quality cotton; won't shrink over 1%. Sleeveless dress has moderately scooped neckline in back; 4-gore skirt. Jacket is linen-look rayon. Washable. Shpg. wt. 2 lbs.

Misses' sizes 12, 14, 16, 18, 20.

31 K 1856—Dk. brown, rosewood tan and white; dark brown jacket

31 K 1857—Avocado, blue-green and white; avocado green jacket

Order correct size. . . . . 2 pieces $3.76

D SOLID COLOR broadcloth . . washfast; won't shrink over 1%. White rick-rack trimmed coat-dress has moderately scooped neckline in back; 4-gore skirt with front fullness. Shpg. wt. 1 lb. *State size.*

Misses' sizes 12, 14, 16, 18, 20.

31 K 1852—Peacock blue. $3.76

31 K 1853—Periwinkle blue. 3.76

31 K 1854—Red. 3.76

Tall Misses' 14T, 16T, 18T, 20T.

31 K 1952—Peacock blue. $4.34

31 K 1953—Periwinkle blue. 4.34

31 K 1954—Red. 4.34

F STRIPED cotton . . fine quality; washable, won't shrink over 1%. Popular shirtwaist dress with smart ¾ sleeves; full gathered skirt. Shpg. wt. 1 lb. *Order correct size.*

Misses' sizes 12, 14, 16, 18, 20.

31 K 1850—White and black. . $3.76

31 K 1851—White and navy. . . . 3.76

Tall Misses' 14T, 16T, 18T, 20T.

31 K 1950—White and black. . $4.34

31 K 1951—White and navy. . . . 4.34

Scans from: https://christmas.musetechnical.com

COTTON DRESSES . . only $2.77 each

Washable . . full cut . . Misses' Sizes Only

A FLOWER PRINT 80-SQ. PERCALE . . a very pretty dress . . step-in style with a gently flared 4-gore skirt. Washable. Shpg. wt. 1 lb. *Misses' sizes* 12, 14, 16, 18, 20. *Measure; order correct size.*
31 K 1179—Gray, rose-pink and black on white $2.77

B BROADCLOTH . . with white rick-rack on the front of the skirt and all around the collar. Washable. Shpg. wt. 1 lb. *Misses' sizes* 12, 14, 16, 18, 20. *Order your correct size.*
31 K 1180—Peacock blue $2.77
31 K 1181—Navy blue 2.77
31 K 1182—Rose red 2.77

C CHECKED 80-SQ. PERCALE. Fly-front step-in with zipper to below waist. Washable. Shpg. wt. 1 lb. *Misses' sizes* 12, 14, 16, 18, 20. *Measure, see charts; order correct size.*
31 K 1185—Medium blue and navy blue on white $2.77
31 K 1186—Red, gray on white 2.77

D BORDER PRINT 80-SQ. PERCALE. Neckline is scalloped in front, moderately scooped in back; gathered skirt all around. Washable. Shpg. wt. 1 lb. *Misses' sizes* 12, 14, 16, 18, 20. *Order correct size.*
31 K 1177—Aqua blue with gray and olive green print $2.77
31 K 1178—Rose pink with gray and olive green print $2.77

E "DANCING DOLL" PRINT 80-SQ. PERCALE in gay multicolors. Smart dress has mandarin collar, piped in black; full, gathered skirt. "Safety pins" included. Washable. Shpg. wt. 1 lb. *Misses' sizes* 10, 12, 14, 16, 18. *Measure, see charts; order your correct size.*
31 K 1175—Bright red ground . . $2.77
31 K 1176—Bright blue ground 2.77

F CHECKED PRINT 80-SQ. PERCALE. Long torso dress has corded band around hipline; full skirt. Fabric belt included. Washable. Shpg. wt. 1 lb. *Misses' sizes* 10, 12, 14, 16, 18. *Order correct size.*
31 K 1183—Pink and white . . . $2.77
31 K 1184—Lt. blue and white 2.77

IMPORTANT . . New Faster Service from Chicago. Now all fashions are stocked in Chicago and shipped from Chicago to give you faster delivery service. Washability terms . . see page 1373. Sears Easy Terms . . see inside back cover.

• **See Fabric Samples** at Sears Catalog Sales Offices or Catalog Sales Desk of your nearest Sears Retail Store. You can see the actual colors and textures of these fabrics. See pages 1367 to 1371 for phone numbers and locations.

Scans from: https://christmas.musetechnical.com

A

A
$17.50

C
$13.50

C

B
$12.70

D
$15.50

E
$10.54

DESCRIPTIONS
ON OPPOSITE PAGE

Scans from: https://christmas.musetechnical.com

FASHIONS
that figure importantly for JUNIORS

[A] 3-Piece Suit in Cotton and Silk . . handsomely tailored in beautiful, soft lustered fabric . . wrinkle-resistant. Woven-check jacket has pocket flaps, semi-lining that matches blouse. Skirt has kick pleat, 2-inch hem. Smart overblouse has high square neckline and zipper in back. Dry clean. Shpg. wt. 2 lbs. 8 oz. *Juniors' sizes* 7, 9, 11, 13, 15, 17.
31 K 7615—Wedgwood blue, black, white
31 K 7616—Light spice brown with black and white. *Order correct size*.....3 pieces $17.50

[B] Lace-Trimmed Broadcloth . . superior quality cotton. High fashion tucked panel-front is edged with dyed-to-match lace. Full skirt with all-around yoke. Hand wash separately. Shpg. wt. 1 lb. 12 oz. *Juniors' sizes* 7, 9, 11, 13, 15, 17. *Order correct size.*
31 K 7050—Lt. pink 31 K 7051—Lt. blue
Measure; order correct size.....Each $12.70

[C] Eyelet Sheath; Jersey Jacket. The sheath is embroidered eyelet cotton, fully lined with matching acetate taffeta . . high neckline and zipper in back, kick pleat; 2-inch hem. The new drawstring-look jacket (unlined) is pure wool jersey. Dry clean. Shpg. wt. 2 lbs. *Juniors' sizes* 7, 9, 11, 13, 15.
31 K 7052—Light green 31 K 7053—Beige
Measure; order correct size.....2 pcs. $13.50

[D] Flower Print Cotton and Dacron* . . wonderfully light and airy . . hand wash; drip dry . . needs little ironing. Pretty tucked bodice; detachable nylon scarf that pulls through a metal ring. Very full, unpressed pleated skirt; 4-inch hem. Shpg. wt. 2 lbs. *Juniors' sizes* 7, 9, 11, 13, 15, 17. *State size.*
31 K 7618—Bright yellow on white....$15.50
31 K 7619—Bright rose on white..... 15.50
31 K 7620—Turquoise blue on white... 15.50
* DuPont trademark for polyester fiber

[E] Very Fine Cotton Broadcloth. Flattering long-line bodice with tucks and lace; 8-gore skirt; scoop neckline in back. Hand wash separately. Shpg. wt. 2 lbs. 4 oz. *Juniors' sizes* 7, 9, 11, 13, 15. *State size.*
31 K 6137—Lt. wedgwood blue $10.54
31 K 6138—White 10.54
31 K 6139—Peony pink..... 10.54

[F] Combed Cotton and Cupioni® Rayon . . beautiful fabric that looks like silk shantung. Jacket has detachable overcollar, bow. Kick pleat in skirt; 2-inch hem. Hand wash separately. Shpg. wt. 1 lb. 12 oz. *Juniors' sizes* 7, 9, 11, 13, 15, 17. *Order correct size.* For hat, see millinery section.
31 K 6134—Navy.....2 pcs. $10.74
31 K 6135—Copper tan.....2 pcs. 10.74
31 K 6136—Shadow (med.) blue. 2 pcs. 10.74

[G] "Wardrobe" in fine cotton . . 4 exciting parts to combine many ways. Sleeveless sheath with kick pleat and zipper in back; brief jacket . . both have scoop neckline in back. 4-gore skirt; boned cummerbund. Hand wash separately. Shpg. wt. 2 lbs. *Juniors' sizes* 7, 9, 11, 13, 15. *Order correct size.*
31 K 7065—Black 31 K 7066—Medium blue
31 K 7067—Red 4 pieces.....$13.50

[H] The Petticoat Dress in fine cotton with duco-printed dots . . low scoop neckline in back; 10-gore skirt with deep side slits; back zipper. The full underskirt is white cotton pique. Hand wash separately. Shpg. wt. 2 lbs. *Juniors' sizes* 9, 11, 13, 15, 17.
31 K 7068—Black with white
31 K 7069—Deep brown with white
31 K 7070—Medium blue with white
Order correct size.....2 pcs. $12.00

IMPORTANT . . New Faster Service from Chicago. All fashions now stocked in and shipped from Chicago for faster delivery. Sears Easy Terms . . inside back cover. Measure . . page 1392.

c PAGE 45 . . DRESSES

Scans from: https://christmas.musetechnical.com

the fashion story . . IN COTTON

A THE SQUARE NECK. Cotton satin . . . stays firm and lustrous, resists wrinkles. Petit-point pique trim; very full skirt; 2-inch hem. Low square neckline in back; back zipper. Hand wash separately. Shpg. wt. 1 lb. 12 oz. *Juniors' sizes* 7, 9, 11, 13, 15.
31 K 5077—Peony pink with larkspur blue and white print
31 K 5078—Lilac with medium blue and white print
Order correct size. . . Each $7.74

B THE TUCKED FRONT. Beautiful cotton satin, printed with flowers and parasols . . stays firm and lustrous; resists wrinkles. Cotton faille trim; very full skirt; back zipper. Hand wash separately. Shipping weight 1 lb. 12 oz.
Juniors' sizes 7, 9, 11, 13, 15. *Measure; order correct size.*
31 K 6132—Lt. pink with rose, brown and black print. . $9.74
31 K 6133—Lt. blue with lilac, rose and black print. . . . $9.74

C THE BIG BUTTON DRESS. Very fine cotton faille . . keeps its subtle luster; resists wrinkles. New deep V neckline in back . . collar goes all around. Back zipper; full gathered skirt; matching color buttons. An extremely flattering dress! Hand wash separately. Shpg. wt. 2 lbs. *Juniors' sizes* 9, 11, 13, 15, 17. *Measure; order correct size.*
31 K 6129–Medium blue. $9.74
31 K 6130–Aqua green. . . 9.74

D THE JACKETED DRESS. Sleeveless dress of fine polished cotton with scooped neckline in front, V in back. Skirt has V yoke in front and back; back zipper. Linen-look rayon jacket. Hand wash separately. Shpg. wt. 2 lbs. *Juniors' sizes* 9, 11, 13, 15, 17. *Order correct size.*
31 K 5076—Avocado green, bright copen blue and white print; avocado green jacket. . . . $8.74

E THE SUSPENDER DRESS. Smart stripe and flower printed cotton . . hand wash separately; drip dry . . wrinkle-resistant. White over-collar; all-around tucked midriff; full gathered skirt. Tucked suspenders on front of bodice only; back zipper. Shpg. wt. 1 lb. 14 oz. *Juniors' sizes* 7, 9, 11, 13, 15. *Measure; order correct size.*
31 K 5075—Black, rust tan and white. . . . $9.74

For Easy Terms . . see inside back cover. Washability terms on page 1373.

Scans from: https://christmas.musetechnical.com

A $8.54

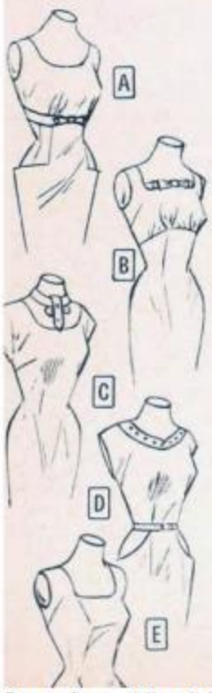
B $10.54

D $9.24

C $8.24

E $8.74

the fashion story with TWO PARTS



A EMPIRE COSTUME in fine cotton and Cupioni* rayon . . looks like silk shantung. Button-back jacket has detachable white trim. Sheath has bodice yoke in front; back kick pleat; belt. Hand wash. Wt. 1 lb. 12 oz. *Juniors' sizes* 7, 9, 11, 13, 15.
31 K 5084—Orchid pink.
31 K 5085—Lilac
31 K 5086—Navy blue
Order correct size. 2 pcs. $8.54
*Cupioni rayon by American Bemberg

B CAPE AND SHEATH . . tweed-look rayon, acetate and cotton. Sheath has square neckline, side slits. Cape is lined. White cotton pique trim. Hand wash. Shpg. wt. 1 lb. 12 oz. *Juniors' sizes* 7, 9, 11, 13, 15, 17.
31 K 6125—Dusty pink with black flecks, broken lines
31 K 6126—Dusty med. blue; black flecks, broken lines
Order correct size. 2pcs. $10.54

C JACKET AND SHEATH in firmly woven acetate and rayon with a subtle luster, satin-smooth back. Trimming and semi-lining of jacket are dotted rayon surah. Sheath has front yoke with tab; half-belt in back; back zipper; back kick pleat. Dry clean. Shipping weight 1 lb. 12 oz.
Juniors' sizes 9, 11, 13, 15, 17.
31 K 5087—Navy with white
Order correct size. 2 pcs. $8.24

D COAT AND DRESS of wrinkle-resistant linen-look rayon. Versatile unlined coat; slim dress with felt flowers at front neckline; back kick pleat. Hand wash separately. Shpg. wt. 2 lbs. 11 oz. *Juniors' sizes* 9, 11, 13, 15, 17.
31 K 5079—Cork tan coat; light beige dress
31 K 5080—Navy blue coat; copen blue dress
Measure; order correct size . . . . 2 pieces $9.24

E PRINCESS DRESS AND JACKET in wrinkle-resistant linen-look rayon. Metallic braid and rhinestone trim on jacket. Dress has square neckline in back, gathers around skirt. Belt included. Hand wash separately. Shpg. wt. 2 lbs. 6 oz. *Juniors' sizes* 7, 9, 11, 13, 15.
31 K 5081—Copen blue 31 K 5083—Lt. beige
31 K 5082—Pink. *Order correct size.* 2 pcs. $8.74

IMPORTANT . . New Faster Service From Chicago. Dresses stocked in and shipped from Chicago to give you faster delivery. Measure . . page 1392.

Scans from: https://christmas.musetechnical.com

"PRETTIER-LOOK" COTTONS FOR JUNIORS

A EMBOSSED COTTON dress; jacket of linen-look rayon. Sleeveless dress with deep scoop neck in front and back; full skirt with all-around yoke; long back zipper. Hand wash. Shpg. wt. 1 lb. 13 oz. *Juniors' sizes* 9, 11, 13, 15, 17. *Order correct size.*

31 K 4248–Navy and white **$6.74**
31 K 4249–Red and white . **6.74**

B COTTON SATIN that stays firm and lustrous, resists wrinkles. Fine tucking on bodice; unpressed pleated skirt. Moderately scooped neckline in back. Washable. Wt. 1 lb. 9 oz. *Juniors' sizes* 7, 9, 11, 13, 15.

31 K 4246–Lt. wedgwood blue
31 K 4247—Peony pink
Order correct size....Each **$6.74**

C COTTON SATIN-STRIPE broadcloth in a tiny strawberry print . . wrinkle-resistant. Shirtwaist with lace ruffles; full gathered skirt; 2-inch hem. Hand wash. Shpg. wt. 1 lb. 8 oz. *Juniors' sizes* 7, 9, 11, 13, 15. *Order correct size.*

31 K 4252–Rose pink and red print
31 K 4253–Aqua and turquoise blue print.....Each **$7.54**

D COTTON SATIN-STRIPE BROADCLOTH . . wrinkle-resistant. Flattering dress with braid trim, all around yoke, full skirt, 2-inch hem. Back zipper; belt. Hand wash. Wt. 1 lb. 9 oz. *Juniors' sizes* 7, 9, 11, 13, 15. *Order correct size.*

31 K 4254–Lt. cherry red
31 K 4255–Navy blue
31 K 4256–Lt. copen blue
Each.....**$7.54**

E EMBOSSED COTTON with pin dot and stripe print . . subtly lustrous; washable. Long-line bodice, unpressed pleated skirt; rayon velvet ribbon trim. Back zipper; belt included. Shpg. wt. 1 lb. 12 oz. *Juniors' sizes* 9, 11, 13, 15. *Order correct size.*

31 K 4257—Black and white print.....**$6.74**
31 K 4258—Red and white print..... **6.74**

• **See Fabric Samples at Sears Catalog Sales Offices or Catalog Sales Desk of your nearest Sears Retail Store.** You can see the actual colors, patterns and textures of these dress fabrics. For phone numbers and locations of the Catalog Sales Offices and Catalog Sales Desks, see pages 1267 to 1371.

Scans from: https://christmas.musetechnical.com

A $5.74

B $5.74

C $5.74

D $5.74

E $5.74

"EYE-CATCHING" COTTONS FOR JUNIORS

A WHITE DUCO-PRINTED DOTS on fine broadcloth . . wrinkle-resistant. White collar goes to a deep V in back; full skirt has V yoke in front and back, gathers below; back zipper. Washable. Shpg. wt. 1 lb. 10 oz. *Juniors' sizes* 9, 11, 13, 15, 17. *Order correct size.*
31 K 4259—Peacock blue. . . . $5.74
31 K 4260—Navy blue. 5.74
31 K 4261—Red. 5.74

B FINE BROADCLOTH . . wrinkle-resistant. Polka-dot grosgrain trim; long-line bodice; unpressed pleated skirt; 2-inch hem. Back zipper. Hand wash; use cool iron on trim. Shpg. wt. 1 lb. 10 oz. *Juniors' sizes* 9, 11, 13, 15, 17. *Order correct size.*
31 K 4262—Lt. sage green. . . $5.74
31 K 4263—Navy blue. 5.74
31 K 4264—Rosewood tan. . 5.74

C WOVEN CHECK GINGHAM . . excellent quality; wrinkle-resistant. Glorified shirtwaist with white lace on collar and all around gathered skirt. 2-inch hem. Hand wash. Shpg. wt. 1 lb. 8 oz. *Juniors' sizes* 7, 9, 11, 13, 15. *Order correct size.*
31 K 4265—Peony pink and white
31 K 4266—Larkspur blue and white. . . . . Each $5.74

D PRETTY PRINTED COTTON. Fine pleating on front neckline and all around the skirt yoke; long back zipper. Pleats stay in . . hand wash. Shpg. wt. 1 lb. 9 oz. *Juniors' sizes* 9, 11, 13, 15. *Please measure; order your correct size.*
31 K 4268—Multicolor flower print and black pin-dots on white ground. $5.74

E WOVEN PLAID GINGHAM. Empire-effect bodice; gathered skirt. All-around hip yoke; back zipper; 2-inch hem. Washable. Shpg. wt. 1 lb. 10 oz. *Juniors' sizes* 7, 9, 11, 13, 15. *Please order correct size.*
31 K 4270—Red and black plaid. $5.74
31 K 4271—Turquoise green and black plaid . . 5.74
31 K 4272—Luggage tan and black plaid. 5.74

IMPORTANT . . New Faster Service from Chicago. All fashions are now stocked in and shipped from Chicago to give you faster delivery service. For measurement charts, see page 1392. For explanation of washability terms, see page 1373. Use Sears Easy Terms . . see inside back cover.

Scans from: https://christmas.musetechnical.com

A $4.76

B $3.76

C $3.76

D $4.76

E $4.76

FAMOUS KERRYBROOKE COTTONS FOR JUNIORS

A WOVEN CHECK GINGHAM. Ruffled shirtwaist with white waffle-weave collar; all-around midriff; full gathered skirt. A very flattering dress! Washable fabric won't shrink over 1%. Shpg. wt. 1 lb. 4 oz. *Juniors' sizes* 9,11,13,15. *Order correct size.*
31 K 1702—Peony pink and white checks.....$4.76
31 K 1703—Larkspur blue and white checks.....$4.76

B POLKA DOT COTTON . . Sanforized . . fabric won't shrink over 1%. All-around hip yoke; full skirt. Detachable overcollar of white cotton lace. Long back zipper; fabric belt included. Washable. Shpg. wt. 1 lb. *Juniors' sizes* 9, 11, 13, 15.
31 K 1704—Bright peacock blue with white dots
31 K 1705—Red with white dots
Order correct size....Each $3.76

C SMART STRIPED COTTON . . washable; wrinkle-resistant . . needs little ironing. Becoming long torso dress has all-around yoke; full gathered skirt. Bow with metal buckle; back zipper. Belt included. Shpg. wt. 1 lb. *Juniors' sizes* 9, 11, 13, 15. *Order correct size.*
31 K 1710—Black and white
31 K 1711—Rose red and white.....Each $3.76

D BRAID-TRIMMED COTTON . . wrinkle-resistant . . needs little ironing. This good-looking coat dress is accented with matching braid and white piping. The buttons are simulated pearl. The full skirt has unpressed pleats all around. Washable. Shpg. wt. 1 lb. 8 oz. *Juniors' sizes* 9, 11, 13, 15, 17.
31 K 1708–Carnation red 31 K 1709–Navy blue
Measure; order correct size.....Each $4.76

E GIFT BOX PRINT on fine, wrinkle-resistant cotton . . needs little ironing. Beautifully detailed dress with sailor style collar; full skirt; deeper-tone trim. Washable. Shpg. wt. 1 lb. 6 oz. *Juniors' sizes* 9, 11, 13, 15. *Order correct size.*
31 K 1706—Pale lilac with lilac and aqua print
31 K 1707—Pale pink with peony pink and bright blue print.....Each only $4.76

IMPORTANT . . New Faster Service from Chicago. All fashions now stocked in and shipped from Chicago to give faster service. Sears Easy Terms . . inside back cover

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